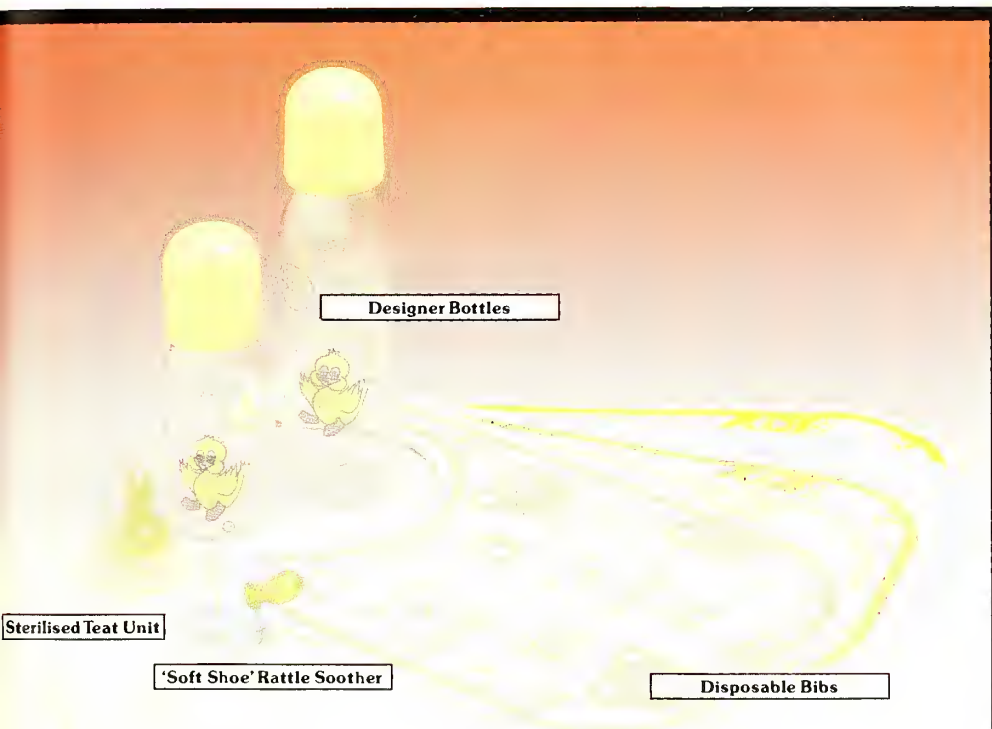


CHEMIST & DRUGGIST

the newswiki for pharmacy

June 17, 1989



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Vestric PI customers reach 1,000

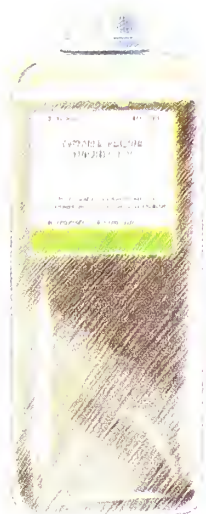
Society puts retention fees up 10.5pc

Pharmacy boost at PSNI's Day

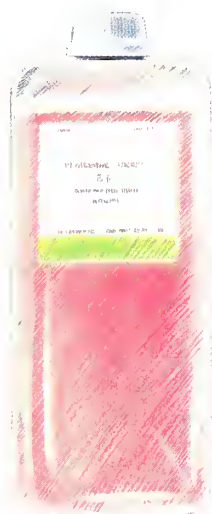
Numark part with Dixon



Household: A clean sweep

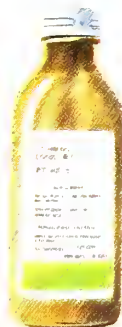


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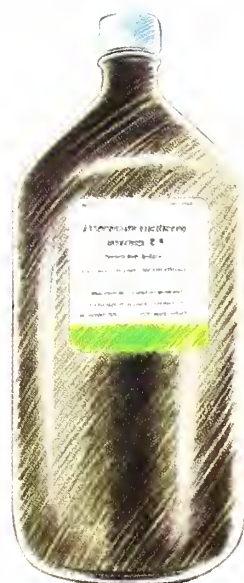
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JUNE 17, 1989

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COMMENT

The fruits of the Government's decision to add 0.3 per cent for parallel imports to the discount rate in Spring 1988 look like coming home to roose with a vengeance in 1989 for contractors, and through no fault of their own, since they are "trapped" in the system. This week Vestric say they have over 1,000 customers buying from their range of the top 50 PIs — and the number is growing rapidly. Managing director David Taylor puts turnover now at £2.5m. At this time next year...? With a smaller operation like the Bradford Chemists Alliance reaching a turnover of £1m a year, and Macarthy and a substantial number of other independent wholesalers entering the market, it is not unreasonable to estimate that sales of PIs through "bona fide full range distributors" will top the £10m mark by the end of the year.

Whether this is re-routing of direct trade from existing parallel importers, or new (possibly grudgingly given) business from contractors with an eye on their monthly cheque, is still unclear. Accurate figures on the size of the total market are notoriously difficult to put together. Last year's best guess was £80m per annum.

Either way it is bad news for PSNC with a discount inquiry in the offing, and bad news for the UK manufacturing industry. But with wholesale margins on UK ethicalicals at around 2.5 per cent, and those on parallel imports, even after allowing a third party importer their cut, at at least twice that, it is difficult for wholesalers who have not been able to generate turnover through other means, to resist. And since the contractors are now effectively penalised for using PIs, they too, have a strong commercial incentive to purchase. The ethical grounds still exist for being suspicious of PIs in certain quarters (this month's Council report carries a warning), but there are reputable suppliers with a good track record.

Meanwhile the Government sits back and allows the various factions to disadvantage themselves as they save the taxpayer money. There appears to be little yet to preclude a steady growth in PI usage, unless UK manufacturers respond with better terms for wholesalers. Parallel importing might yet prove to be the quickest way to price harmonisation on pharmaceuticals for the European Community!

Vestric supply PIs to 1,000 customers

Vestric are now supplying around 1,000 customers with parallel import pharmaceuticals following a successful trial last year from one depot to National Co-op pharmacies (see *C&D* October 15, p686), and the number is growing rapidly.

Vestric offer 50 top selling lines sourced through a third party who is a member of the Association of Pharmaceutical Importers. Vestric managing director David Taylor says turnover in PIs is currently running at around £2.5m on an annualised basis and is constantly growing as more customers are taken on.

Vestric's decision to start distributing PIs was made in the wake of the Government's decision in Spring 1988 to increase the discount rate by 0.3 per cent. Usage of PIs was then put at about £80m a year.

Last year's trial showed the company could handle PIs separately from other medicines, deal with product recalls and move products around the country *via* its internal trunking system without confusion, says Mr Taylor. He acknowledges there are some problems with continuity of supply, and the out of stock level is around 10 per cent compared with Vestric's average of 3 per cent for UK sourced goods.

The availability of PIs has not been widely publicised as Vestric do not want a "free-for-all" where the company could be embarrassed for stock: rather branch managers are advising customers individually to allow a slow build in business.

"The introduction of the new discount scale made it easier to offer this type of facility. Manufacturers are not very happy, but we have been quite open with them. Feedback suggests that now one of the major wholesalers has taken the plunge the area has become 'legitimised'," says Mr Taylor.

He suspects that much of Vestric's custom comes from those who were "relatively lukewarm" to the idea of parallel imports. There is also the convenience of being able to order through the dispensing computer terminal. But the big buyers probably still deal direct as they can get a better price, he says.

The Bradford Chemists Alliance, who also first started distributing PIs to customers last Autumn, is shortly to add another 20 lines to its PI list, bringing the range on offer to 50. General manager Tony Garlick says the scheme has been "very successful", with turnover at wholesale prices now approaching £1m. "With 1992 approaching it is not so difficult for the pharmacist

to explain to patients that their medicine is an EEC product."

He also claims manufacturers are beginning to respond to the PI threat to home market sales by becoming competitive on price. Squibb have recently been offering good deals on Capoten and Janssen prices have come down, he says. "Dealing in PIs is helping us to keep margins and turnover up. Margins are competitive with UK ethicals."

The National Association of Pharmaceutical Distributors is playing down the involvement of its members in the PI field although a substantial number of full-line wholesalers are now involved. Wholesale margins on the more popular PIs are often over twice that offered direct.

"There is still very little margin in wholesaling," says NAPD director Michael Watts, "and wholesalers can increase their margins by going into PIs. They do not like doing it as they have a good rapport with manufacturers. The only way PI will stop is through EEC harmonisation."

Unichem is the only major wholesaler so far standing aloof. Managing director Peter Dodd confirmed this week that his attitude remained unchanged and at the moment there was no intention for Unichem to start dealing in PIs.

MAFF ban slimming aid

From June 13, the sale of slimming tablets containing high levels of guar gum and locust bean gum, became illegal, after a ban by the Ministry of Agriculture, Fisheries and Food.

Food products containing more than 15 per cent guar or locust bean gum, normally sold by mail order as slimming aids, (*C&D*, October 22 1988, p705) pose a health risk by swelling rapidly when swallowed and may lodge in the throat. The decision follows recommendations from the Committee on Toxicity of Chemicals in Food, Consumer Products and the Environment (COT) and the Food Advisory Committee.

The COT has advised that restrictions on substances used in slimming tablets be extended to all formulations containing dehydrated products that could swell and block the throat. MAFF is considering this proposal. The change comes in the Emulsifiers and Stabilisers in Food Regulations 1989 (SI 1989 No 876) which replaces the 1980 Regulations.

FPC managers sought

Advertisements for general managers of family practitioner committees offering salaries of £25,000 to £35,000 are receiving a good response.

The new posts have been created under the Government's proposed NHS reforms and it is hoped that all 98 FPCs in England and Wales will have managers in place by December 1.

Clive Parr, president, Society of FPC Administrators, told *C&D* that regional health authorities had still to interview applicants and it was unlikely that any appointments would be made before the end of July. He thought a wide variety of people would apply, including most FPC administrators, although the salaries were less than the £30,000 to £40,000 for general managers of health authorities.

Northern RHA is looking for candidates with "a relevant degree or business qualification, together with outstanding interpersonal and communication skills," while North East Thames are looking for "at least 10 years experience in management of complex organisations, a clear vision of the future and a firm sense of direction."



"After sun milk? Sorry m'dear, but round 'ere we only milks 'em in the mornin' and the afternoon"

Strike ends 'in the nick of time'

The university teachers strike has been called off just in time to avoid causing serious problems for pharmacy students graduating this Summer.

Professor Geoffrey Booth at Bradford University told *C&D* this week that the vote to end the strike at the beginning of this month had come "in the nick of time" and meant that there would be no disruption for pharmacy students graduating this year.

Had papers not been marked students could still have gone on to start their pre-registration year because the Royal Pharmaceutical Society's byelaws allow for retrospective acceptance of the start of pre-registration training. But for students at Bradford there could have been some difficulty because they graduate and register at the same time, explained Professor Booth who had himself been pressurising the Society to see what it could do if the strike continued.

Members of the Association of University Teachers voted at the end of last month by a small majority — 55 per cent — to accept the 6 per cent basic pay increase, 1 per cent flexibility pay from October plus a lump sum of £150 to £285, ending their ban on marking exam papers from June 1.

A spokesman for the AUT told *C&D* that teachers had voted to accept the offer because they felt any extra they would gain by continuing their strike would not compensate for the harm it would do to students sitting exams.

Professor Booth agreed with that sentiment. He told this month's meeting of the RSPGB's Council that everybody was delighted that exams would now go ahead and that students would be awarded their degrees.

But he hoped Council would note that the other half of the problem had not been solved, in the sense that academic pharmacists had had to settle with no real gain. "They had recognised the importance of standing by the students," he said. But morale was now low and Professor Booth hoped Council would support them.

David Tait, president of the British Pharmaceutical Students association told *C&D* that the strike had not really caused panic among students. The Association had been in discussions with the Society and was aware that students could begin their pre-registration training before they knew their exam results.

Guild unhappy about Society's White Paper view

The Royal Pharmaceutical Society's overall welcome to the Government's White Paper "Working for patients" does not reflect the views of the whole profession.

The Guild of Hospital Pharmacists was concerned with the tone of the Society's response, particularly as it was reported in the *British Medical Journal*. The report implied that pharmacists as a whole gave strong support to the Government's proposals and made little reference to any reservations on some important issues.

At its meeting on June 8, Guild Council reiterated its view that the proposals may lead to fragmentation of the hospital pharmaceutical service. The White Paper had also lacked any reference to the education and training of staff.

Grading The Guild section general secretary, Dr David Bird, outlined proposals to collate, via accredited

representatives, detailed information on the outcome of the current flexible grading exercise once it was completed. A meeting with the management side of Whitley Council to discuss the 1989 pay claim was awaited.

District members presented a more detailed report of how flexible grading is developing around the country. There were considerable variations in grading structure identified, although in many cases reports were not based upon firm offers to staff. It is clear that grade H is not being restricted to regional pharmaceutical officers only, and some regional specialist posts are being graded G rather than F. The majority of staff pharmacists are likely to be graded D or above. In some cases the proposed new structures remain a problem because of funding issues.

Consultation between authorities and local staff interests could continue beyond July 1, if necessary.

Women to be heard..

It is entirely appropriate, with the high proportion of women on the Register, that the female voice should be heard at the highest level, said Marion Rawlings after her election as president of the Royal Pharmaceutical Society last week.

But Mrs Rawlings did not foresee any radical changes within the profession as a result of having two women leaders. "I certainly want to see the role of the community pharmacist broadened," she said, "because I see the community pharmacist in the front line of primary health care."

"As far as women are concerned, I think they have a very important role to play since they are involved in what perhaps I might call domestic activities at very close quarters, and they have experience of certain situations where the pharmacist can help which not all male pharmacists may have encountered."

Support for pharmacy in Yorkshire

A proposal to move a pharmacy 200 yards to a site adjacent to a new doctors' surgery is not proving too popular in Cross Hills, Yorkshire.

The objections come from villagers in nearby Sutton-in-Craven who fear the move may make their pharmacy unviable, and the inhabitants of Cross Hills who appreciate their 19th century pharmacy in its present High Street position. Patients of another single GP practice are also opposed to the move.

The application to move — made to the North Yorkshire Family Practitioner Committee — was prompted by an invitation to Berridge (Cross Hills) Ltd by a group of doctors to take up a plot of land on the site of a new health centre, which they plan to build. The Berridge application says any

move would affect the other pharmacy in Sutton and that access to the proposed new pharmacy will not be so easy, because of a very busy road and the difficult terrain.

A meeting of the Airedale Community Health Council held on June 5 discussed the proposal. Secretary John Godward commented to *C&D* that the main objection was to the effect it would undoubtedly have on the pharmacy in Sutton.

"The Airedale CHC has a good record of supporting pharmacies — we appreciate the 'second' check and the other services which pharmacists offer in rural areas. Local doctors are 'itching' to take over the dispensing and we feel that where they do a second rate service results," he said.

The Airedale CHC has made its views opposing the new pharmacy known to the North Yorkshire FPC. It is aware that the group of GPs have also made their case and accused the CHC of always supporting pharmacy.

Keith Berridge, proprietor of the Cross Hills pharmacy making the application, in explaining the offer made by the doctors, admitted that the proposed move would have an adverse effect on the pharmacy in Sutton, and that some of his customers had expressed opposition to the move.

The surgery site was not such a good trading position, due to access and the very busy road, but he felt that if he did not take up the offer, that "other alternatives" might suggest themselves to the GPs.

Court evidence expenses up

Pharmacists called to give evidence in court in England can now claim up to £122 per day locum expenses against the previous limit of £29.70.

The National Pharmaceutical Association was joined by the Royal Pharmaceutical Society and the PSNC in achieving this response from the Crown

Prosecution Service after many past attempts to enable pharmacists to claim greater expenses failed.

The pharmacist concerned must confirm in writing that he is in personal control of a retail pharmacy, that the business does not routinely employ a relief pharmacist and that it was

necessary to engage a locum because he was required to keep the pharmacy open.

The upper limits to be claimed are £61 per day, for absence from the practice up to four hours, and £122 for over four hours. This concession is also being sought for pharmacists in Scotland and Northern Ireland.

'Business as usual' for API members

The Association of Pharmaceutical Importers seems to have taken a philosophical view of the European Court's ruling that the use of therapeutically equivalent licensed imports with different brand names is a matter for national governments.

It was a more bullish API that contended back in 1987 that the Royal Pharmaceutical Society's guidance through the Code of Ethics was a breach of free trade as envisaged under the Treaty of Rome. But the API now says that the appeal was designed to "clarify national and community regulation" on the issue.

"In practice, the decision should not affect the business of our members. The court decision

merely leaves in place the *status quo* since 1986," says the new API chairman, Eurochem's John Barker. "Pharmacists have been dispensing in the context of the Pharmaceutical Society's interpretation ever since. It is a case of business as usual and there is absolutely no reason for pharmacists to change their practices in using licensed imports as the system has operated over the last couple of years."

Mr Barker points out that the European Court noted that the case only affected some 50 of the 220 licensed imported products. "By value these 50 products might constitute about 15 per cent of the total potential marketplace for licensed imports," he said.

Ashley raises tranquilliser issue

Labour MP Jack Ashley has taken up the question of over-prescribing of tranquillisers with the General Medical Council.

In a letter to GMC president Sir Robert Kilpatrick, he has expressed concern that there could be "massive disregard" by doctors for last year's advice from the Committee on Safety of Medicine on tranquillisers.

Sir Robert says there has been a "significant change" in the attitude of doctors toward prescribing tranquillisers. He assured Mr Ashley that the GMC will consider any complaint about a particular doctor if it raised a question of serious professional misconduct.

The College of Pharmacy Practice's 1989 membership examinations will be held on October 16 and 17. Part I, paper 1 will be held from 2-5pm on the Monday and paper 2 from 10am-1pm on Tuesday, at the same time as the part II written paper. The part II oral examinations will be held in the afternoon. The part II exams will be held at Bell House and the Society's headquarters. The part I's will be held in London and at another centre to be decided.

Associates who wish to take the part I exam can obtain forms from Alison Oliver at the CPP, Bell House, 111 Lambeth Road, London SE1 7JL (Tel: 01-735 0418). Closing date is August 31, but late registrations will be accepted until September 29 for an extra £15 on top of the £40 fee.

The Association of the British Pharmaceutical Industry has issued a new guideline on facilities for non-patient volunteer studies. The ABPI and the Royal College of Physicians recently issued guidelines for the conduct of non-patient volunteer studies. "Facilities for Non-Patient Volunteer Studies". ABPI, 12 Whitehall, SW1A 2DY. Cost £4.

The British Medical Association is advising GPs with a financial interest in a pharmacy to declare that interest to patients. GPs are being advised that: "To conceal such a financial connection might lead to misunderstanding and loss of confidence."

The BMA medical ethics committee's recommendation is being sent to doctors following meetings with the Royal Pharmaceutical Society. A BMA spokeswoman said it had been their policy for some time to advise that GPs declare their financial interest in other businesses.

BACUP, the cancer information service, is introducing a free helpline on 0800 18 11 99, for patients and their families outside the London area. Booklets on specific cancers and related topics are also available free. BACUP, 121 Charterhouse Street, London EC1M 6AA (Tel: 01-608 1785).

Local medical committees are to consider the new package of proposals for GPs' contracts at a special conference at the end of the month. GMSC chairman Dr Michael Wilson is urging LMCs to accept the package.

The British Medical Association has refused a request from the Office of Fair Trading to change its guidelines on advertising. The request followed a decision of the Monopolies Commission earlier this year that GPs should be allowed to advertise. The BMA says it will take its lead from the General Medical Council.

NHS reforms will discourage new drug usage, says ABPI

Doctors will be discouraged from prescribing new drugs if the Government's proposals for reforming the health service are implemented as they stand, says the Association of the British Pharmaceutical Industry in its response to the "Working for Patients" White Paper.

The Association's director, Dr John Griffin, said on Monday that British doctors are already slower to prescribe new medicines than their counterparts in other developed countries. In 1987, medicines launched in the previous five years accounted for only 9.3 per cent of total UK pharmaceutical prescriptions by value, compared to 29.3 per cent in Italy, who were top of the table.

Drug budgets and formularies would further inhibit prescribing of new drugs which would in turn further reduce effective patent life and therefore have a detrimental effect on innovation, Dr Griffin explained.

The ABPI's medical director Dr Frank Wells thought it a nonsense to impose indicative drug budgets and formularies on GPs when most already prescribed a limited number of products. The Prescription Costs Analysis (PACT) scheme had been shown to encourage doctors whose prescribing costs were out of line with local or national averages to review their practices.

Copies of the ABPI's response to the health service

White Paper are being sent to all GPs, MPs and members of the House of Lords.

Dr Griffin explained that the Association's comments are not meant to be confrontational and that the Association agrees with the objectives referred to in the Prime Minister's foreword to the

White Paper: "Patients' needs will always be paramount"; "the NHS will continue to be available to all regardless of income"; "to extend patient choice"; and "to secure the best value for money". But the ABPI believes proposals in the White Paper need rethinking to fulfill those aims.



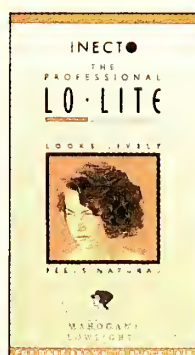
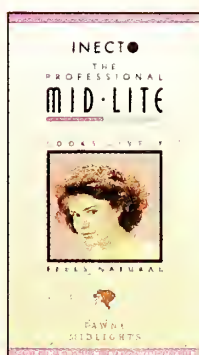
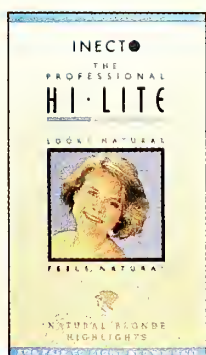
The speakers line up before presenting their papers at the Chemist & Druggist training seminar on skin care held last week and reported in our June 10 issue, p1019. From the left: Dr Edgar Fairhurst, research manager, Beecham Research & Development; Dr Gerry Jarrett, consultant dermatologist; Catherine Heseltine, marketing manager Beecham Toiletries & Personal Care; and David Page, product development manager, Beecham Research & Development. Drs Fairhurst and Jarrett gave the paper on skin structure, types and conditions prepared by Mrs Margaret Batt, research manager, Beecham Research & Development, who was indisposed

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Lincoln pharmacists check BP

A scheme to detect unknown sufferers of high blood pressure has been launched by Lincolnshire Family Practitioner Committee.

Several of the county's 78 community pharmacies are offering a blood pressure monitoring service along with advice on "lifestyles" covering smoking, drinking and the diet, and making referrals to doctors when necessary. "The aim is to give people the opportunity to have a much more casual check up without the crisis situation involved when going to the GP," Noel Baumber, secretary, Lincs FPC, told *C&D*.

The scheme was launched with a study day at the end of May, where pharmacists were trained how to take the blood pressure as well as counselling on contributory factors to heart disease. Another study day is planned for September. The scheme has been greeted enthusiastically by the City Council who are providing around £500 for the purchase of sphygmomanometers for 16 City pharmacies.

In these shops the service should be free, but in others where equipment has had to be purchased, a small charge at the pharmacist's discretion, may be made. Consultations will be confidential and patients will be given a referral note which can be taken to doctors.

"We are trying to professionalise the interface between doctors, patients and pharmacists," Mr Baumber said, adding that they have received a good response from the LMC.

The scheme will be advertised in participating pharmacies by an "Ask your pharmacist to check your blood pressure" A4 poster, designed by the NPA.

In the Q&A on oxygen published last week, p1023, question 2 and its answer no longer apply. Since the article was prepared there has been a change concerning the reimbursement of oxygen on NHS prescription.

From April 1 pharmacy contractors have only been reimbursed for oxygen BP at the Drug Tariff price for 1,360 litres (currently 495p). Medigas oxygen has been available at the Drug Tariff price since April 1.

Therefore, if a more expensive brand is supplied and endorsed, only the Drug Tariff price will be paid.

TOPICAL REFLECTIONS

by Xrayser

Being set upon!

"The old man died," he said. "I've brought back your oxygen set." He crashed the cylinder down in front of the counter, where it nearly fell over, with the giving set still attached and the tube and mask trailing on the floor. Without another word he turned on his heel and stomped out. I did not recognise him, but because I number my sets was able to identify the patient as a lone man who lived in what had best be described as a rooming house. The lout who returned the set was something to do with the management.

But what really got to me was the state of the head. It was a new one with a neoprene "O" ring which only needed hand tightening of the wheel. I couldn't undo it because someone had pulled it up tight with a stilson spanner, gouging off all the knurling of the wheel, probably because the set must have been knocked over at some time, which bent the stem and allowed a leak to develop. I'm not pleased, though I grieve for the circumstances of that old man's passing. I've now three sets out of commission, within the space of seven weeks.

Daylight with CRCs

We are beginning to see daylight. My staff were fed up with complaints from customers about unopenable caps. On an analysis of the scripts a while ago we found, in common with other local pharmacies, that 80 percent of our scripts were exempt from payment. Of this 80 per cent two thirds were elderly, and many had little or no contact with children. It looked as though half our patients preferred ordinary lids.

So in a positive step to make life



easier, while still protecting children, we obtained signed requests from the nursing homes for standard lids. We ask all who present scripts at the counter what they want, and if they are signing to add "no tops". It makes sense to them when we explain why we need their request, and so far our efforts have been welcomed as an act of courtesy.

Changing times

My secondary suburban site has been changing its character ever since I came here. Half the independent grocers have closed, with an upsurge recently of "convenience shops" which open much longer hours. There are a lot more conversions of property into flats so the evening population who are out and about after six has greatly increased. The pubs have geared for them and so, along with the newsagents, we shall have to soon. Cars now clog the streets with every free parking space always full despite our friendly traffic wardens doing their best.

As a specialist business with a recognised expertise, and if we are honest, a reasonably secure contract income, we have been in a much better position to react to the changes quickly, and so ought not to have been caught off balance. But reaction management is not enough. That base which we assumed to be secure is less so. Our management has to be positive, active in making opportunities rather than just responding to pressures.

A major improvement in our ability to do this comes from delegating work to competent staff who are properly trained...try it. The NPA courses are bargains and quite apart from the direct gain, bring an improved morale when the staff realise there is point and direction in what they do.

COUNTERPOINTS

Get it taped!

Nirvana Products are marketing a range of hypnotherapeutic audio cassettes for over-the-counter sale to people wishing to treat themselves for one or more of six common psychological problems.

Recorded by three experienced hypnotherapists, the six titles in the range are: "Lose weight", "Stop smoking", "Learn to relax", "Manage stress", "Gain confidence" and "Exam success". The tapes should not be listened to while driving or in any other circumstances in which the hypnotised person, or others, could be physically endangered.

The cassettes (rsp £4.99 each) are packaged in clear acetate, recloseable packs. Each pack carries information on hypnotherapy, and is designed for hanging or shelf/counter display. The tapes are supplied in outers containing six copies of each of the six tapes. POS material includes counter top and hanging displays and a dump bin.

Nirvana plan to back the retail launch (the tapes have been test marketed direct) with a six-figure Press advertising campaign. Women are the prime purchasers, and adverts will appear in media with a predominantly female readership such as: *Today* and *TV Times*, specialist journals, such as *Slimming* and *Weight Watchers*, family interest magazines, like *Living*, and lifestyle journals such as *Cosmopolitan*, *Company*, *Options*, *New Woman*, *Elle* and *Prima*. Nirvana Products Ltd. Tel: 07356 79184.

So Blasé...

Max Factor are to launch Blasé Eau Active, a splash-on fragrance based on aromatherapy with citrus, rosemary, bergamot and ginseng.

Blasé Eau Active is to be presented in a 50ml ozone friendly spray of white opal glass (£4.75) with a hang tag explaining the product. It will be available in mid-July to Boots, for general release in mid-August. Max Factor. Tel: 0202 524141.



Robinson give OTC appeal to dressings

Robinson Healthcare have developed a new range of OTC packaging for their first aid range of dressings, bandages and cotton wool, which will be going out to chemists this week.

The relaunch will be supported by a "registered pharmacy award scheme", in which every outer will carry a token which registered pharmacists can collect and redeem against a range of business home and leisure items. The scheme will run until December 1990.

The consumer will be able to select the correct product through informative packaging which communicates what the dressings are used for, says Robinson marketing manager Clive Wetherall. This includes a simple illustrative graphic, and colour coding. Pack sizes and prices remain unchanged.

To accompany the relaunch, Robinson are making available display material in the form of outer trays, shelf strips and a dispenser for consumer advice leaflets on first aid. The product is delivered in shrink wrapped trays containing convenient stock/order quantities.

The home first aid and

community care market is currently valued at £38m with 85 per cent of sales through pharmacies, of which three quarters is supplied on prescription. The market is estimated to expand to £66m over the next five years, say Robinson, with the volume of prescription-issued dressings increasing because of reduced hospitalisation and the growth of the over 50s age group.

The Drug Tariff range (ie, larger packs unlikely to be purchased), consisting of Gamgee tissue, sterile swabs, the 500g pack of lint and the larger dressing packs, is also being repackaged and will be introduced mid-July. Robinson Healthcare. Tel: 0246 220022.

For baby...

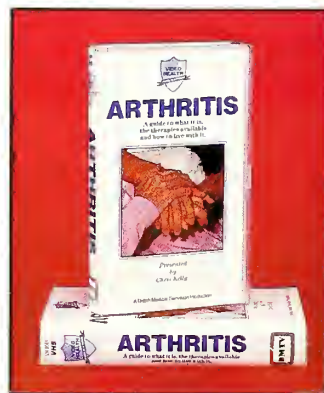
Numark have added a baby sponge to their range. The pack design depicts the Numark baby bear and complements the range of baby products. The sponge retails at £0.28 showing 36 per cent POR as Numark Ltd. Tel: 0985 215555.

Health videos exclusive

Video Health Publications are offering a range of medical and healthcare videos for sale through pharmacies.

The first 10 titles (£7.99 each) will cover arthritis, heart attack, skin, cancer, back pain, food safety, first aid, childhood illness, anxiety and stress, and asthma. The range will be exclusive to pharmacies.

One of each of the titles, with display trays and POS material, can be supplied direct for an outlay of about £50 trade. Single replacement videos will also be available from wholesalers. At least half of the £500,000 advertising spend will be devoted to the consumer Press, starting in the July, August and September issues of women's and health magazines.



Supervised by medical experts, the range has been produced by British Medical Television, which transmits a daily programme of news and specialist information to doctors in their homes or surgeries via the BBC night-time de-scrambler service. Video Health Publications is a joint venture between BMTV and Video Collection International who pioneered the video sell-through market, with the introduction in 1985 of pre-recorded titles retailing at under £10. BMTV will promote the new range to doctors.

The range has been approved by the National Pharmaceutical Association. Video Health Publications. Tel: 0923 55558.

A Lift for the Circulation A Rocket for New Sales

- * High levels of garlic in the diet clinically proven as beneficial to the maintenance of a healthy heart and circulation.
- * Hofels essential oil concentrates natural "active" elements of garlic. One Cardiomax pearle is equivalent to six fresh cloves.
- * New Cardiomax pearles are *the* most

potent in Hofels' range – a natural tonic for the circulation, a boost for sales.

- * Easy one-a-day dose, low odour garlic pearles with peppermint oil.
- * Offering you *new* sales – and special bonus deals.
- * Heavyweight full colour Cardiomax campaign in specialist press, backed by POS and PR.
- * £500,000 advertising support, boosting Hofels sales through '89.
- * Cardiomax. Make sure you're stocked up for the lift-off – for further details write to the Sales Manager, Hofels Pure Foods Ltd, Marfleet, Hull, HU9 5NJ.



Britain's Best Selling Garlic Pearles

IT'S AMAZING WHAT YOU CAN TAKE WITH A POLAROID THIS MONTH.



It's Christmas yet again for all our members. This month, we've negotiated an exclusive deal with Polaroid.

Buy any 25 Polaroid films and there'll be two free video twin packs for the taking.



Buy a Polaroid 635 camera and 15 films and you'll get the two video twin packs plus one of the new Betacom slimline telephones with all the latest features.

Contact your UniChem representative or branch soon. Before they're all snapped up.



UniChem

UniChem Limited, UniChem House, Cox Lane, Chessington, Surrey KT9 1SN. Tel: 01-391 2323.



Vosene gets £2m relaunch

Beecham Toiletries have relaunched Vosene with a new television campaign of £2.2 million and new packaging.

Beecham say that new Vosene shampoo has a brand new look presented in a modern, eye-catching carton and new bottle. The Vosene Original graphics are said to be fresh, clean and stylish and the pack is designed to appeal to today's busy Mum shopping for her family," say Beecham. The tear drop logo and green livery have been incorporated with a warm, outdoor illustration for "users who might have thought that Vosene shampoo was dated and out of touch" they say. The pack carries the message "The family shampoo you can trust".

Vosene Herbal has been targeted more towards young, female users, with the logo against a warmer, richer background, and the message "Extra mild for frequent washing."

The Vosene tear drop shape has been retained, but Beecham say that the bottle is much more compact and up-to-date — with the same fills as before. The caps are said to be innovative with a twist-top which opens with a half-turn.

Beecham are spending £2.2m on a new national television burst building on the successful 'Vosene family' campaign with the first transmissions breaking in July. The advert will be seen by an estimated 88 per cent of all UK housewives over seven times each, say Beecham.

In addition, Beecham are holding a series of promotions designed to encourage trial and repurchase, for the relaunch period. Added value includes 30ml extra free on 150ml packs, and 50ml free on 300ml packs, while trial sizes include a 60ml size for 29p. *Beecham Toiletries. Tel: 01-560 5151.*

Traveller aids

Traveller International Products Ltd have introduced two new travel clocks and a compact automatic hot water jug.

The Currency Clock is a currency converter, a calculator, an alarm with snooze, a dual time display, and a calendar. When closed it measures 7.5cm x 5cm x 1.2cm and retails between £10.95 and £12.95.

Time Traveller automatically adjusts to time zones, and displays local time on any other world time selected. It features an alarm with snooze button, and day and month display (£10.95-12.95).

Room Service Automatic boils 2½ cups of water within five minutes and is available in two models both with automatic turn-off thermostat and boil-dry device, selling at £12.95-£14.95. *Traveller International Products. Tel: 01-499 2774.*

Help abroad

Dixon Community Care are launching a twin pack to help travellers deal with medical emergencies abroad.

The kit contains a selection of sterile items, including syringes, needles, sutures, Mediswabs, Melolin, tape, stitch cutter, Mini-Vein, Medi-Tissues, administration set, Venflon needle and Steri-Strips, in the medical emergency pack. Protectapak contains a resuscitation aid, latex gloves, anti-viral soap and tissues, plasters, toilet seat covers and first-aid guidance notes. Sterikit retails at £19.95 (£13.29 trade, lots of 10).

Dixon say the kit has been developed in consultation with major airlines, travel organisations and medical authorities. Press advertising is planned later in the year. *Dixon Community Care Ltd. Tel: 01-232 2498.*

Nelsons offer top seller starter pack

Nelsons are bringing out a new introductory starter pack containing their three top selling creams and their four most popular tablet products.

The pack is presented in a merchandiser tray taking up 6in of shelf space. The trade price is £25, with the creams selling at £1.89, and the tablets at £2.19, the unit offers 45 per cent POR, the company says. The unit is currently only available direct, although it may later go through wholesalers if it proves sufficiently popular.

The products included in the pack are arnica cream, calendula cream and rhus tox cream (three tubes of each), and rhus tox tablets, nux vom tablets, gelsemium tablets, and argent nit tablets (four of each). *A Nelson & Co Ltd. Tel: 01-946 8527.*

Twelve free from Arrogance

Wigmore Products are offering retailers a free, fully stocked, Arrogance pour femme merchandiser with each purchase of an opening parcel.

The merchandiser holds 12 trial size 30ml bottles (£0.50) of eau de toilette spray to encourage consumer trial and repurchase.

Steve Simmonds, marketing manager at Wigmore Products, comments, "Arrogance Pour Femme combines all the right qualities to succeed in the UK fragrance market — a sophisticated floral fragrance with a provocative name, a middle market price and, most importantly, an Italian heritage."

Further support comes from an advertising campaign which started recently, with a total £250,000 spend. *Wigmore Products. Tel: 01-965 1520.*

Cod liver oil from Sanatogen



Fisons are capitalising on the Sanatogen brand's established position with the introduction of Sanatogen cod liver oil liquid (see last week p1000). The packaging is the "original" Sanatogen style in red, yellow and black.

The cod liver oil market is currently worth £12m (SDC y/e Dec '88), and is the fastest growing major sector within the dietary supplement market with sales up 40% through pharmacy alone (yr/yr '87/'88 £ SDC). Cod liver oil liquid accounts for just under half of the market, with the remainder taken by capsules. Most consumers are over 45.

The Sanatogen cod liver oil bottle has been designed with the consumer in mind, and is said to provide a non-drip lip, and an easy-to-open cap fitted with a tamper-evident seal. A measuring cup is included in every pack. Two sizes are available: 240ml (£1.95) and 500ml (£3.45).

The launch will be supported by point-of-sale material together with continued support through television advertising of the Sanatogen brand. Merchandising advice is available from the Fisons Consumer representatives. *Fisons Consumer Health. Tel: 0509 611001.*

It's official.

All slow-release aminophyllines/theophyllines are not the same.

"It is therefore essential that patients taking a sustained-release, oral theophylline preparation who have been stabilized on a particular brand continue to receive the same product."

Advice from the Council of the Royal Pharmaceutical Society, The Pharmaceutical Journal, July 11, 1987

Don't risk patient control.

When the prescription says:

Rx aminophylline SR 225mg.

Check with the doctor; does he mean:

Phyllocontin[®]

CONTINUS[®] Tablets aminophylline hydrate BP.

Prescribing Information:

Uses: Treatment and prophylaxis of bronchospasm associated with asthma, emphysema and chronic bronchitis; also cardiac asthma and left ventricular or congestive cardiac failure. **Dosage and Administration:** Adults: 2 tablets twice a day, taken morning and evening following an initial week of therapy on 1 tablet twice daily. Each tablet contains aminophylline 225mg. Since patients vary in their response to xanthines, the dosage must be titrated individually, and if maximum response is not achieved, the theophyllin plasma levels should be measured. **Transferability:** It is not possible to ensure bioequivalence between different sustained release theophylline products. Therefore it should be emphasised that patients, once titrated to an effective dose, should not

be changed from PHYLLOCONTIN CONTINUS tablet preparations to other slow or sustained release xanthine preparations without retitration and clinical assessment. **Warnings:** The following agents increase clearance: phenytoin, carbamazepine, rifampicin, sulphapyrazole, barbiturates, smoking and alcohol consumption. The following agents decrease clearance: elopurinol, cimetidine, erythromycin, thienodazole, isoprenaline, oral contraceptives, viral infections, liver disease and heart failure. Influenza vaccine may potentiate theophylline. A reduction of dosage may also be necessary in the elderly. The following should be used with caution: halothane, lomustine and lithium. Although theophylline crosses the placental barrier, it has been used during pregnancy without attributable

adverse effects. **Side effects:** The risk of side effects usually associated with aminophylline and xanthine derivatives such as nausea, gastric irritation, headache, palpitations and CNS stimulation is reduced. Basic NHS Cost: 23.5p per day (ex 1000 pack, 2 b.d.) PL0337/0026.

This product is protected by British Patent No. 1405088

© PHYLLOCONTIN and CONTINUS are registered trade marks

© CONTINUS CLASSIC and the C device are trade marks.

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NAPP

 ANOTHER CONTINUS CLASSIC



Sun proof Chapstick

A.H. Robins are to add new lip balm Sunblock 15 to their Chapstick range, said to give high protection against sun and wind. Sunblock 15 (£1.35) is packed in outers of 12, and will be available in July.

The launch will be supported by a POS competition for the consumer and trade on the whole lip product range, commencing July 1. The first prize will be a holiday for two in the sun or snow. A.H. Robins. Tel: 0293 560161.

New Kodak 400 film

Kodak have introduced a new improved Kodacolor Gold 400 film which incorporates the company's recently developed Ektar technology.

The film features Kodak's patented T-Grain emulsions in all film layers but one. These, in turn, allow the use of a new colour coupler for richer colour saturation.

Kodak say the film is aimed at multi-purpose use but also fast enough for low light levels and sports photography. High quality prints can be obtained within the range of 1½ stops under exposure to 3 stops over-exposure. Kodak say the enhanced qualities of the new film will also benefit anyone using it for flash.

The new improved 'Kodacolor' Gold 400 will be offered in all popular 135-format lengths, and is now available at no extra cost. Kodak Ltd. Tel: 0442 61122.

Unichem are offering a free Braun Battery 100 to members buying any four shavers from the Braun Linear range through the BDC catalogue. The free shaver is said to be worth £13.95 retail, and the offer runs until June 30. Unichem Ltd. Tel: 01-391 2323.

Vagisil's in the women's Press

Vagisil feminine powder by Combe International will continue to be advertised in women's Press until the end of the year.

A free trial sachet and a 30p-off coupon will be offered in *Womans' Realm*, *Womans' Weekly*, *Prima* and *Mother and Baby* through to

the end of August.

The company is also promoting to the trade by offering consumers 50p off next purchase via collars on packs currently being supplied. Combe International Ltd. Tel: 01-680 2711.

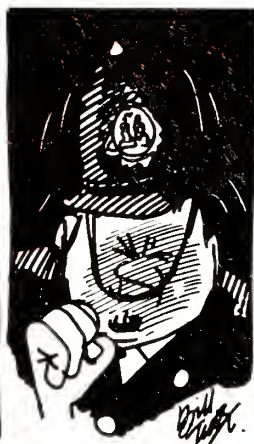
Hazy Days

New shades for nails, lips and eyes appear in Outdoor Girl's Hazy Days Autumn colours.

Two eyeshadow trios (£1.89) offer combinations of jasmine, mocha and ivory, and orchid violet and lilac. Blusher duos (£1.99) come in cyclamen and rose pink, and natural blush and mulberry.

Matching lipstick (£1.49) and nail polish (£1.29) are in dusk pink and sparkling copper. Max Factor Ltd. Tel: 0202 524141.

Persistent chesty coughs?



HILL'S BRONCHIAL BALSAM

THERE'S NOTHING STRONGER

Strong Promotion for Strong Sales.

Over 100 advertisements will appear in the big-selling winter period, in all the major newspapers and women's magazines. So you can expect more and more of your customers to ask for the relief that only Hill's can offer.



Sole U.K. Distributors

Counterall Limited, Church Road, Perry Barr
Birmingham B42 2LD Tel: 021 356 0478



Down Park Avenue

Park Avenue is the theme for this year's Autumn collection from Colorfast. Two new eyeshadow quartets (£5.25) offer combinations of airforce blue, cerise, dove grey and pewter; and burgundy, auburn pink and damson. Two new kohl pencils are available in blue/green and chestnut brown.

A new autumn shade of Perfect Lash mascara (£4.95) is introduced, along with slate blue in longer lasting waterproof mascara. Powder blushers (£4.95) come in pink and "brambleberry". Matching lipsticks (£3.95) and nail enamels (£3.50) are offered in rose pink, cinnamon and apple red. The new colours will be available in August. *Max Factor Ltd. Tel: 0202 524141.*

BDC book

British Distributing Company (BDC) have launched an unpriced version of its full colour electrical appliance catalogue called the Electrical Warehouse.

Prices and references to BDC do not appear and there is space for the retailer to enter their own logo and address. The catalogue provides access to over £12m worth of stock, BDC claim, and can be used as the retailers' own catalogue which customers can browse through in the shop or at home.

Copies are £4.95 each, or free with orders worth £500 trade. *BDC. Tel: 01-881 2001.*

Web International are launching a new photo album collection. Brightly coloured albums come spiral bound with 30 self-adhesive pages (£4.75). *Web International Ltd. Tel: 01 961 5252.*



Creighton go to sea

The Marine range has been launched by Creighton Laboratories in response to being appointed official suppliers to the Whitbread Round the World Race, and their sponsorship of an entry in the cruiser class of this classic yacht race, due to start on September 2.

The range, in blue and white with a vertical yellow, orange and blue stripe, is presented in "easy-to-grasp", packaging, the company says, with flip-top lids or pump sprays.

The soap and hair and body shampoo contain an additive enabling them to be used with salt water, and the whole range is made from natural ingredients and tested without cruelty to animals.

The Marine range comprises of a total sun block (50g, £3.35) containing aloe vera, a sun tan lotion factor 15 (200ml £4.05) with sesame seed oil and cocoa butter moisturisers, an after sun gel (200ml, £3.10), mint lip balm (50g, £2.25), hair and body shampoo (200ml, £2.55), moisture lotion (200ml, £3.15) containing aloe vera and a sun screen, talc (100g, £1.75), foot spray (200ml, £3.25), deodorant (60ml, £1.85), a vegetable soap (100g, £1.75) containing seaweed extract, and room spray (200ml, £2.59).

The range will carry the green sticker of Creighton's Naturally World Conservation Fund indicating that a fixed percentage of the retail price goes to support the conservation movement. *Creighton Laboratories plc. Tel: 09066 5611.*

Strenol's new look Glymiel

Strenol have repackaged their Glymiel handcare formulation with eye-catching use green graphics on a bright yellow and white background. *Distributors DeWitt International. Tel: 01-441 9310.*

Nuk take Care

NUK products are no longer distributed by Countercall. Special Care Products have taken over distribution to the chemist trade. *Special Care Products, PO Box 288, West Byfleet, Surrey KT14 6HG. Tel: 04862 21465.*

Luxury Cussons

Cussons are adding new pack graphics designed to impart Imperial Leather Shower's "luxury qualities" and give greater impact on-shelf.

A gold wave device with a spray of colour has been added to the front of pack to emphasize its "refreshing vitality" and a golden sheen highlights the Cussons badge, and shower logo.

The three variants have been colour coded and the hook cap matches the pack graphics. Instructions for use on back of pack have also been made clearer, say Cussons.

A national television advertising campaign, worth £1.2m will break in July, and run for four weeks during the peak Summer season. A 20p price promotion will run concurrently.

There will also be a cross promotion of shower products with dry deodorant during July and August. 50ml sample packs of the New Dawn fragrance worth 45p will be banded onto dry's 150ml size aerosol. The miniature shower packs will carry 15p off next purchase coupons to encourage trial amongst regular users of dry deodorant. *Cussons (UK) Ltd. Tel: 061-792 6111.*

A trip for two...

Beecham Healthcare are offering pharmacy assistants an opportunity to win a weekend for two at a top Crest Hotel in a competition in this week's *C&D* (p1065). Entrants have to answer six questions on Beecham's health supplements and complete a tie breaker. *Beecham Health Care. Tel: 01-560 5151.*

Cuplex*

Salicylic acid, Lactic acid and Copper acetate

IN 1987 MORE DOCTORS PRESCRIBED CUPLEX THAN ANY OTHER WART TREATMENT

IN 1988 MORE DOCTORS PRESCRIBED CUPLEX THAN ANY OTHER WART TREATMENT



Cuplex contains only 11% salicylic acid and 4% lactic acid, yet is as effective as products containing 16.7% of both salicylic and lactic acid (1). Moreover, the self-occluding gel formulation means that messy applicators and expensive, time-consuming dressings are unnecessary - a gentle squeeze of the tube delivers Cuplex directly onto the wart and there's no risk of broken glass (always a worry with children).

Credit-card sized, plastic Compliance Cards containing clear, concise instructions for use are available on request. They also emphasise the need for regular applications, probable duration of treatment and where

whatever anyone else may tell you!

Cuplex can and cannot be used. They offer a durable backup to your advice and encourage correct, regular application. Thus, the treatment you prescribe is more likely to be effective.

All in all, it's hardly surprising that Cuplex is increasingly prescribed by doctors and recommended by pharmacists - it saves time and money for both patient and Health Service.

IT MAKES SENSE TO THINK OF CUPLEX FIRST

1. Bunney, M.H. et al (1976) - Br. J. Derm. 94 667-697
SMITH & NEPHEW PHARMACEUTICALS LTD., BAMPTON ROAD, HAROLD HILL, ROMFORD, ESSEX RM3 8SL, ENGLAND. Tel: 04023 49333, Telex: 898058 SMINEPG, Fax: 04023 71316

*Trade Mark

FURTHER INFORMATION IS AVAILABLE ON REQUEST FROM
SMITH & NEPHEW PHARMACEUTICALS LTD., BAMPTON ROAD, HAROLD HILL, ROMFORD, ESSEX RM3 8SL, ENGLAND. Tel: 04023 49333, Telex: 898058 SMINEPG, Fax: 04023 71316

Smith + Nephew



Extra Soft

ROBINSON
100% Pure
COTTON WOOL RANGE

At last – A range of Top Quality, Extra Soft, 100% Pure Cotton Wool products which give your customers superior skincare.

In research the products and dramatic packaging received 100% support from women who care about their skin.

PLEATS – Luxurious quality with top class perforations in a special zip-top bag.

PADS – Large squares which are extra thick, soft and strong.

TIPS – Specially for make-up use with a pointed end for added versatility and neat application.

NEW Robinson Cotton Wool – A Major New Profit Opportunity.



Fuji's air miles

Fuji's Photofinishing Division is offering a total of 525,000 Air Miles as a consumer incentive to purchase D&P. The promotion is only open to customers who are part of Print Care, a monitoring scheme.

As an incentive for dealers participating in the promotion, 112,500 Air Miles have been set aside for the trade. The first 250 dealers/shop managers (out of approximately 1100) found by Fuji in August to be participating correctly, will receive 450 Air Miles — enough for a return trip to Paris.

The company's film and camera distributor — Fujimex — is launching its own Air Miles promotion through an on-pack offer. *Fuji Photo Film (UK) Ltd.* Tel: 01-586 5900.

Napp Laboratories: Windcheaters capsules will be advertised on 4,000 London Transport tube cards throughout June and July for the first time using cartoons to depict typical situations where trapped wind can cause embarrassment. *Napp Laboratories Ltd.* Tel: 0223 424444.

Larger Uvistat

Windsor Pharmaceuticals have decided to cease production of their 50g size of Uvistat and to concentrate on the 100g, reflecting increased usage of sun protection products. This month sees the launch of a £250,000 women's Press campaign, "Are you dying for a sun tan". *Windsor Pharmaceuticals Ltd.* Tel: 0344 484448.

Braun shave spares cost

Braun are running a £2 cash back promotion for foil and cutter block replacements. The company recommends that foils should be replaced once a year while new cutter blocks should be used every 18 months to two years.

The promotion is backed by showcards displaying a Braun shaver alongside a Porsche and ends July 29. To claim back £2 consumers send in the receipt for the replacements and a claim form. *Braun Electric (UK) Ltd.* Tel: 09327 85611.

ON TV NEXT WEEK

GTV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
TV-am Breakfast
Television

SK Sky
STV Scotland (central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Allereze Plus:	All areas
Andrews Answer:	STV, G, C, HTV, LWT, TT, TVam
Contac 400:	TVam
DDD's Colour Run:	TVam
DDD's Stain Devils:	TVam
Goldseal batteries:	GTV, U, STV, BTv
Nice 'N Easy:	C, LWT
Optrex:	All areas except LWT & TVam
Plax:	All areas except CTV & TVam
Reach toothbrushes:	TVam
Showerfresh:	All areas

AC Vax for meningitis

SK&F are launching a meningococcal meningitis vaccine, AC Vax on June 19. Merieux launched a similar vaccine last month (C&D, May 27, p918).

It is a lyophilised preparation of purified polysaccharides from *Neisseria meningitidis* (meningococcus) of groups A and C. Each 0.5ml dose of reconstituted vaccine contains 50 mcg of a group A polysaccharide and 50mcg of group C polysaccharide in isotonic sodium chloride 0.9 per cent.

The vaccine is for active immunisation against meningococcal meningitis caused by groups A and C meningococci, and is particularly recommended for those living in areas or travelling to countries where the disease is epidemic or high endemic.

The dosage in adults and children aged two months and over is 0.5ml of the reconstituted vaccine by the subcutaneous route. Adverse reactions to the vaccine are mild and short-lasting says the company.

AC Vax comes as a monodose vial PL 0002/0192, with a separate vial of saline diluent, PL 0002/0194 (£6.86 trade). *Smith Kline & French Laboratories Ltd.* Tel: 0707 325111.

Welldorm change

Welldorm tablets and elixir have been reformulated to remove the phenazone component because of concerns over the rare incidence of adverse effects associated with some pyrazolone derivatives.

Phenazone had been used as a stabilising agent. Welldorm tablets now use trimethyl glycine which forms a chloral betaine complex with chloral hydrate. Each tablet contains chloral betaine 707mg which releases 414mg of chloral hydrate on dissolution in the stomach. The

tablets look the same, but packs will be marked "new formulation".

Welldorm elixir has been reformulated by removal of the phenazone and contains 143mg chloral hydrate in 5ml. *Smith & Nephew Pharmaceuticals Ltd.* Tel: 04023 49333.

AAH generics incentive

AAH Pharmaceuticals have announced a new monthly discount initiative across the whole Hillcross Generics range.

Discounts will be available to those "Hillcross force" members making total generic purchases of over £300 in a calendar month. Those spending £300-£599 will get a 5 per cent retrospective discount on that month's invoice. A 10 per cent discount will be made on monthly purchases of over £600. Discounts will be paid on a monthly basis by credit note.

Over 2,700 customers have joined the "Hillcross force", claim AAH. Membership is free and the scheme means pharmacists can avoid the "peaks and troughs in stockholding caused by bulk purchase schemes". *AAH Pharmaceuticals Ltd.* Tel: 0928 717070.

BRIEFS

Cilag are introducing a dispensing pack of Tylex capsules (500, £39.80 trade) from July 1. *Cilag Ltd.* Tel: 024024 3541.

Abbott have introduced chicken and mushroom savoury flavours to the Ensure range (24, 250ml cans £27.78 trade). *Abbott Laboratories Ltd.* Tel: 0795 580099.

Searle are replacing 50 and 250 bottles of Serenace with 100 tablet/capsule blister packs. Serenace 0.5mg capsules (£3.36) will change-over early next month, the 1.5mg tablets (£5.94) are expected to change mid-June/early July, and the 5mg tablets (£16.78, all prices trade), mid July/end August. Other strengths and packs will remain unchanged for the time being. *Searle Pharmaceuticals Division of G.D. Searle & Co.* Tel: 0494 21124.

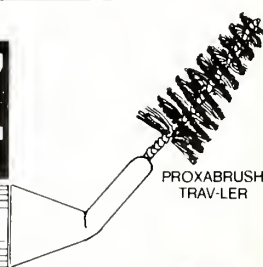
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Progress and OPDs

Once again, there are some misconceptions on the introduction of original packs. The obvious one is that they are designed solely for the benefit of the patient. The pharmaceutical manufacturing industry has a too long and chequered a history for this to be totally true.

Manufacturers base contents of original packs on their experiences of the most commonly dispensed quantities and on the course of treatment that is clinically desirable as per (their own) Data Sheets.

Community pharmacy appears to be the pip in the middle, having now powers over production or prescribing. We must therefore show the present system up for what it is: illogical and expensive.

I can still only reiterate my view that the now recognised profession of pharmacy must be seen to progress forward from its former manipulative (snipping) era into its advisory and consultative future.

David Thomas
Wolverhampton

Surely not...

The latest snide out-pourings of our unhelpful friend, David Roberts (*C&D* June 3), appear to exhibit a degree of reconciliation on his part.

Did anyone else notice that the good doctor addressed us as "pharmacists" for the first time? Could it be that, despite his intransigence, the efforts of PNSC have ignited in him the spark of a sneaking admiration for a profession which could be such a valuable ally in the care of the nation's health.

Steve Bullock
Alrewas, Staffs

Spotlight on DDA chair

Poor David Roberts! You can always guarantee that a sensible discussion in this section will evoke some puritanical response from this verbose general practitioner. As chairman of the Doctors' Dispensing Association he was certainly not elected for his ability as a diplomat.

One can just picture this

embittered GP scribbling one of his vitriolic protestations while casually discarding reasonable thought in favour of offensive denunciations, apparently undermining the credibility of the Association he represents.

Keith Eckersley
Canterbury

Claiming for oxygen trips

Further to your article on the payment for oxygen supply and delivery: your example prescription for five cylinders does entitle the pharmacist to two return journeys, as you say.

The problem is that it is not an automatic entitlement and the only way to claim for the two journeys is by submitting two green forms: one with three cylinders on and one with two cylinders.

I have had a number of telephone calls with the Newcastle pricing bureau who have said that only one journey is paid per green form and that if more than one journey is to be paid, several forms need to be submitted per prescription.

M.L. Midgley
Middlesbrough
Editor Mr Midgley is quite correct

in what he says. However, the *C&D* article does not suggest that payment is automatic. A pharmacist would be entitled to two return journey payments and would have to submit a form FP66 for each journey claimed.

The usual standard

I have just read David Roberts' latest letter and find it up to his usual patronising standard. While I have a good relationship with my local GPs, I find Dr Roberts' comments somewhat naive in relation to the quantities that doctors prescribe. All pharmacists will tell him of the frequent prescriptions they receive for 100 tablets with a dose of three a day.

This situation, and the decision of whether or not to snip, could be solved at a stroke by limiting the number of days prescribed to 28 days. If a GP wished to prescribe for a longer period then double or triple prescriptions could be supplied.

As well as solving the problem of calendar packs, which would be standardised at 28, it would also save the NHS millions of pounds by reducing the quantity of wasted medicines.

S. Howard
Sheffield



Pharmacist Mrs Chanda Doshi of Crowthorne, Berks, was the lucky winner of a seven days holiday for two — the first prize in the Hillcross generics' holiday promotion. Mrs Doshi is pictured receiving her holiday details from Norman Saul, AAH Pharmaceuticals field sales manager (left) and Vestric Reading branch manager, Neil Dainty (right)

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House Wise

Householders spend as much on home cleaning materials as they do on medicines and surgical goods — around 0.5 per cent on the average weekly spend (1986) or £1,565m in 1988. But with the market static for the last five years there may be an opening for chemists as supermarkets and DIY chains move out of town, leaving the High Street without grocery or hardware outlets.



Numark care

Numark believe household products have a place in the independent chemist sector despite the pressure on shelf space. They are committed to developing a range of such products for the pharmacy and as part of that drive are to launch a toilet cleaner with a directable head, an all-purpose cleaner and a disinfectant, this Autumn.

All existing and new products will be environmentally friendly, being phosphate free and carefully analysed before being introduced, they say.

Numark will be making Spaceman/Spacemax merchandising systems available, in conjunction with Reckitt Household Products, this Autumn, to coincide with the launch of the new products. Numark say, "We will be able to offer an ideal own brand in the home care range — quality products at competitive prices. Conscious that own brand products are merchandised alongside brand leaders, space will be at a premium. We aim to help chemists make more profitable use of shelf space in this market". And Numark have moved with the trend with their super concentrated wash-up liquid and thick and thin bleaches, all offering value for money, says the company.

Jeyes clean-up

Another company targeting pharmacies with household goods is the Jeyes Group who see their recent purchase of Wet Ones and Baby Wet Ones as their entry point.

Managing director Jim Moir with the management buy-out behind him and an enthusiastic team in place, says Jeyes — have a range of household products for the 1990s which look and are good.

Says Mr Moir: "I realise that the pharmacy sector demands a higher margin and support from wholesalers. We plan to offer some eight products in smaller sizes and are carrying out a pilot scheme in 200 pharmacy outlets. A special team will call on the pharmacy and liaise closely with the wholesaler".

Under the Ibcol name, Jeyes offer a concentrated fragrant disinfectant, suitable for the sick room, and as a general disinfectant, in spring fresh and pine. The traditional Zal is still available and so is Jeyes Fluid for the tougher job of drains and the garden.

Parazone is a premium thick bleach with a directional flip-top closure which is child resistant. A solid Parazone block for automatically cleaning the toilet, completes the company's range of competitively priced products.

Jeyes paper products include the original IZal medicated toilet paper and the Babysoft soft tissue.

And Jeyes sales planning manager Marcus Whewell says of their Hakle Moists. "Moists benefit from an educational sales approach best given in a pharmacy.

"As well as an aid to everyday hygiene they can be recommended for use in many medical conditions".

National account manager for Jeyes, Gary Williams says, "We plan to call on 500 chemists in addition to calls made by sales agency representatives. We can offer the retailer full support and profitability, with ease of availability through transfer orders to wholesalers".

Putting Spring into cleaning

About 65 per cent of volume sales of household cleaners go through grocery multiples with total market growth of around 4 per cent per year. Chemists — including Boots — sell less than 5 per cent.

Household cleaners are designed for use on hard surfaces, including floors, walls, work-surfaces, baths and paintwork. The original powders have been replaced with milder creams, but these in turn face competition from the detergent-based liquid cleaners which are free from residue and more easily rinsed away. Since 1980 the sales volume of scouring powders has dropped to almost a third, while creams and liquids have both doubled.

Cleaning products must be free from allergic or irritating effects on the users hands and they also must be kind to the surfaces to which they are applied. Powders are more difficult to measure and require dissolving in water.

Lever Brothers lead the field in cream cleaners with Jif. Colgate-Palmolive's Ajax comes second with less than half the volume.

Large area cleaners are represented by Flash liquid and powder and taking some 40 per cent of the market, with Colgate-Palmolive's Ajax liquid, and Cleen-o-pine by Reckitt & Colman at 19 and 7 per cent respectively.



Sweeter smells at home?

The total UK market size for air fresheners or air perfumers exceeded £40m (rsp) in 1988, with slow release products taking more than half the sales. There has been an increasing interest in this market and several new products have appeared, especially the slow release type which are effective for up to four weeks.

Reckitt & Colman market the Haze range of air perfumers and have recently launched the "up-market" Haze Moods, which has a more sophisticated perfume and attractive packaging. Their slow release products are represented by Airwick and the new wick product, Haze Crystalair.

In May, William Freeman launched a range of six air fresheners specifically aimed at the pharmacy market. These included solid stick-up products, liquids and premium perfumed fresheners, for use in the home, car, caravan or boat.

Recently Secto introduced Astral Petal Fresh in three fragrances. This room freshener

is presented in a pump spray is formulated to give a very fine long-lasting spray.

Cussons, with their June introduction of Rumours, targeted this product as a room fragrance in "a slim-sized, designer packaging similar to a perfume bottle". Cussons claim they have identified a gap at the premium end of the market which they say is growing at 40 per cent a year.

Jeyes have a slow release adhesive backed deodoriser called Herbal Air which is available in two fragrances.

Ozium marketed by DDD is claimed to destroy smells, rather than mask them. Ozium is a glycolised spray which is said to act by smothering moisture globules in the air which carry smoke, smells and dust particles. DDD also claim that Ozium reduces airborne bacterial counts.

A second product claiming to "devour odours without overlaying the atmosphere with its own fragrance", is Neutradol offered by M.S. George. It comes as a slow release gel and in a pump action spray. The gel is said by the company to remain active for 90 days, while the spray gives 500 doses. Neutradol is claimed to be ideal for use in sickrooms and domestic areas with applications in small spaces, such as boats and caravans.

Green for go

Going "green" is perhaps more of hype than reality in many cases, but the reduction in the use of chlorofluorocarbons, phosphates — in detergents — and paradichlorobenzene — in toilet blocks is encouraging. Germany's lead in the reduction in the use of plastic packaging material and attempts to recycle those used all help to reduce our problems.

Public opinion has fallen in line with these ideas with a speed that has caught the politicians and the manufacturers, to some extent, by surprise.

Paper products now are less likely to be bleached and may also be recycled. Wipes, toilet tissues and sanitary towels are all being offered as fully soluble and biodegradable to aid easy and environmentally friendly disposal.

Going green with insecticides is rather a different matter as their essential use disturbs the natural ecology. The term "natural insecticide" must also be treated with caution as some are more toxic than modern chemical insecticides, says Keith Legg of Nicholas Laboratories. "To limit the dangers insecticides should be used as sparingly as possible, to control and contain the infestation," he says.

Fort Sterling launched the Nouvelle range of toilet tissue and kitchen towels made from recycled paper and without the addition of bleach or optical whiteners.

Ecover is a Belgium company that offers a range of bio-degradable cleaning products, available from Full Moon, Steyning, Brighton. This range currently includes a washing-up liquid, cream cleaner and Alternative bleach, based on sodium percarbonate. All products are said by the company to be free of phosphates, petroleum-based detergents, optical whiteners or chlorine bleaches. No enzymes, synthetic perfumes or colourings are added. A new formula washing powder and liquid are to be launched.

ELG Foodbrokers Ltd offer a range of four bio-degradable kitchen household cleaners under the Nitor label. The range includes an all purpose and a glass cleaner, a washing-up liquid and a toilet cleaner.

Stains n' spots

The use of a pre-wash aids against every day dirt and grime is increasing, as wash temperatures are reduced and the "boil" becomes a thing of the past.

In this market, worth over £24m, Benckiser claim a third with Vanish original bar and the newer stain stick. "They are made only from natural products — free from enzymes, solvents or powerful bleaches", the company claims. "Consumers look to the chemist for products which are safe and effective".

Benckiser say they are spending £2m on a national TV advertising campaign, to boost sales and create greater awareness of Vanish and its benefits.

DDD's Stain Devils range has UK sales of over £3.7m, they say and plan to spend £0.6m on TV, local radio and Press advertising, this year.

The newest products in the DDD range are Colour Run — for re-whitening garments accidentally stained by non-fast coloured items and Stain Salts which are said to eliminate the need for pre-soaking.

Dabito is said to be a quick and easy and answer to the removal of oil, grease and tar stains from fabrics and is available in the traditional jar, with applicator, or a spray.

Kiwi say: "There has been considerable activity in the market and it has been reported that 40 per cent of all housewives purchased a stain remover product in 1987, against 22 per cent in 1982".

Scale down

The limescale remover market is said to be worth £1.5m, with Benckiser claiming nearly a third of the sales and DDD saying their's are increasing by 30 per cent each year.

DDD make four descalers in the OZ range for the bathroom, kettle, iron and shower jet, which are said to be "without risk to the eyes or skin, and sell because of proven benefit and sustained media advertising".

Scale Away, Benckiser say, is for all the descaling tasks and based on citric acid is non-toxic, safe and works within 30 minutes.

Dylon offer the Oust range designed for a specific job — descalers for metal kettles, plastic jug kettles, coffee machines and shower heads.



Fresher carpets

Carpet cleaners and fresheners are perhaps seen more widely in pharmacies alongside the pet insecticides. This market is worth about £26m (at rrp) divided roughly in half by the shampoos and fresheners, with foams and liquids taking the major share of the carpet shampoos. Cussons are clearly in the lead here with their three 1001 products taking more than half the value sales. Benckiser's Liquid Vanish has 14 per cent.

The carpet fresheners do not have any cleaning action, but aid the dispersal of animal, tobacco or other smells. The action of vacuuming up these powders disperses the deodoriser into the surrounding air.

Shake 'n Vac by Johnson Wax takes more than a third of the sales with 1001 Spring Carpet at about half this figure and Reckitt's Haze at 10 per cent.

Wash and dish-up

With price margins at about 20 per cent and a market set to double by the mid-1990s, dishwasher products might well find a space alongside the water softeners which many pharmacies stock.

The total market is about £17m of which

some 50 per cent goes to Benckiser, with their Finish brand. Lever Brothers take 35 per cent with Sun, leaving Focus and own label with the remainder of the sales.

Formulations are very similar and basically only vary in detergent activity. Premium brands are 40 per cent active, with cheaper brands falling to 10 per cent. Numark offers a super concentrated own brand of washing up liquid as a part of their expanding home range.

Clothes washing products account for about half the total household cleaning spend (£530m rrp 1987). It is dominated by the low sud, heavy duty powder for the automatic washing machines, which in turn have pushed the demand for fabric softeners to some £80m a year. Lever Brothers with Persil and Comfort, and Proctor and Gamble with Ariel and Lenor lead this very competitive field.

Calgon dominates the water softener market worth, Benckiser say, £4.7m and set to rise steadily to £10m within five years. Calgon is not soda-based and acts "by suspending the mineral deposits and creating an ideal washing environment for fabrics", says the company.

Out of hot water

Will the annual tradition of getting out the hot water bottles as Winter approaches soon disappear? Threatened by central heating, electric blankets and now electric bottles, sales are not likely to be so exciting. The advent of thermoplastic bottles with their long-life properties will also depress the sales volume.

However, Rand Rocket, are covering the whole range with real rubber bottles in a variety of shades, thermoplastic bottles and two new products, the Huggie and Hotmates.

The Huggie is similar in appearance to a traditional hot water bottle, but is heated by an electric heating coil prior to use. Rand Rocket say that it heats within ten minutes and retains its warmth as long as a hot water bottle.

With Hotmates, which come in a variety of shapes and colours, the heat source is a metal disc which is "boiled" for ten minutes and then clicked into a pack. "Both these products can be used with safety, by persons seeking relief from rheumatic, and other pains and are safe and fun for the children", says product manager, David Vickers.

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Odour problems can now be overcome

One of the most serious nursing problems in the care of the incontinent is that of odour. Not only can it be distressing for the patient but also for the staff. If the patient is nursed at home the odour problem can become a major issue.

A survey has just been carried out at Hinchbrook Hospital in Huntingdon and at Weald House Nursing Home, a private home just outside St. Neots. The survey monitored the effects of a simple air deodorizer Neutradol, on the atmosphere in Cedar Ward at Hinchbrook Hospital and throughout Weald House.

Neutradol is not an air freshener. Air fresheners simply try to mask or "cover-up" unwanted smells. Neutradol does more than this, because it works in a different way.

Ozone Friendly

Neutradol is a formulation of over 50 different ingredients which together destroy bad odour molecules completely. The product is available in slow release gel form which lasts over 90 days as well as a concentrated non-aerosol hand spray. It works instantly and, in the case of the slow release gel, continuously.

Cedar Ward is a 24-bed ward with six bays and five side wards. The sitting area is at the beginning of the ward near the office. A corridor runs down one side with bathrooms and toilets off it.

As the bays are so open one Neutradol gel per bed was allocated for the survey. Each of the toilets were allocated one gel and three were distributed in the communal sitting area. Staff were issued with Neutradol sprays for use as required.

The test period ran into 10 weeks. An initial three weeks with the product in place was followed by three weeks when the Neutradol was withdrawn. For the final three and a half weeks the original Neutradol was replaced.

Two weeks after the wards had been equipped with Neutradol the ward sister went on annual leave. On her return she was impressed by the absence of smell. In the normal course of events a period away from the ward means a heightened awareness of the odour problem.



Available on prescription

Neutralise

A short questionnaire answered by the nursing staff showed overwhelmingly that, in their opinion, the use of Neutradol gel throughout the ward made a significant improvement in the reduction of the odour of incontinence.

The geography of Weald House, with its 20 single-bedded rooms, eight twin-bedded rooms and a four bedded ward, in addition to four communal sitting and dining areas, meant that the odour problem invaded a greater area.

The single rooms, which are carpeted, are provided with shower and washbasin and some also have a lavatory. One Neutradol gel was placed on the overhanging projection on the shower unit in each room. The two-bedded rooms and the four-bed ward were provided with two gels per room.

Non Toxic

All the gels were placed high up on pelmets, shower unit overhangs or the tops of wardrobes. The primary reason for this was because many of the patients are confused and would be likely to remove the containers. Neutradol has been tested and is certified as non-toxic and non-allergenic.

The two dining/sitting rooms are large and airy. Each measures just under 600 sq.ft. so it was decided to use three Neutradol gels in each. Patients who

smoke are asked to do so in a sitting room which is in effect a large recess off a main corridor approx 15 x 10 feet but closely adjacent to a stairwell; here again it was decided to use three gels.



Available on prescription

The matron, Mrs Issitt, and the senior nursing staff are all convinced that Neutradol has had a significant effect on the odour problem. Mr Issitt, who co-owns Weald House with the matron, has received favourable comments concerning the lack of unpleasant odours from visitors, patients relatives and prospective employees.

In both cases, the staff are so convinced of the benefits of Neutradol that they are keen to retain constant supplies of the product.

The tests were carried out using exactly the same product as can be purchased in any large supermarket or chemist for £1.09. This inexpensive long-lasting product seems to have found the solution to a perennial problem for everyone concerned with the care of the incontinent.

For further information contact M.S.George Limited, 14 Sydney Street, London SW3 6PP. Telephone: 01-351 3465

Out of control!

Dr John Maunder, PhD, MSc, FRES, FRSH, director of the Medical Entomology Centre at the University of Cambridge, looks at the use of insecticides at home and gives advice on how to reduce possible contamination problems.

A major source of pesticide pollution consists of those insecticides which the public buy for use on their children, pets, in houses and gardens. Such contamination is often large when compared with the small traces of pesticide found in water-supplies and food, and about which there is so much media-inspired concern. Mostly these insecticides are bought by the public without professional advice and are often improperly used even when the instructions are read.

Recent news stories about lindane lost at sea rightly emphasised that this is a powerful insecticide. It is banned for sheep-scar because traces enter the animals and contaminate the meat. Farmers need a certificate of competence before putting it on a cabbage, yet any parent can buy any amount of old-fashioned lindane-based head louse shampoo for putting directly onto their children as often as they like. In the absence of prescriptions or control only the pharmacist stands between the child and insecticide abuse.

In fact the average person's behaviour with fly sprays well illustrates the general public's contempt for instructions. People know that they should close windows, spray briefly, go away and return later to sweep up the flies. Instead, they chase the fly! The element of blood-sports overcomes any fear of chemicals.

We used to hang Dichlorvos (DDVP)-based anti-fly strips from our light fittings. Volatile insecticide was continuously given off and breathed in by all and sundry. We may not now hang these devices from the ceiling but they are still sold for hanging in wardrobes. Indeed, since most cat-flea collars are essentially the same thing, we can allow the cat to run round the house wearing something thought too dangerous to hang from the lampshade! Children who stroke a cat which wears a cat-flea collar and then eat bread and jam, without washing, their hands will take in a pesticide dose besides which any residues in the food pale into insignificance.

Insecticides can be present in houses without the knowledge of the occupiers. Once it was routine to add DDT or other residual insecticide to paint. Nowadays this is only done in the case of special paints against house dust mites, but tons of DDT still remains in houses containing old paint. Persistent insecticides are incorporated into carpets and upholstery as protection against moths. Structural timber is routinely treated with persistent residual insecticide against wood-worm.

Householders often keep and use insecticides in the kitchen. This seems a

favourite place to keep the pot-plant greenfly spray, along with the ant-powder, flea powder and fly spray. If all these are kept or used in the kitchen it hardly seems necessary to worry about residues already in the food.

The bathroom cabinet, apart from containing head louse lotions, may contain certain insect repellents. These are now often based on powerful pesticides such as permethrin which happen also to have a repellent property. If the product warns that it is poisonous to fish then it contains insecticide, and not just repellent, though this is not always made clear.

Modern insecticides are remarkably safe for human beings but many are exceedingly dangerous to fish. Therefore on environmental grounds it is not only desirable to reduce unnecessary human exposure but also to prevent excess insecticides entering the drainage systems.

Although the use of pesticides is often fully justified, more effective information is needed at the point of sale. One such source of advice must be the chemist's shop, the outlet for much of our domestic pesticide.



Vapona's complete armoury

Beating biters

There are over 20,000 insect species in the UK but fortunately not too many are positive pests, or present a real hazard to humans. Outside we try to ward off the biting insects which settle upon us while sunbathing or gardening. Inside the home the concern is for "crawlers" or flying pests.

About £5m is spent each year on purchasing insect repellants in the UK. Bayer report that sales have increased by 300 per cent, over the past four seasons and anticipate the market will grow by a further 10 per cent a year. Many of these repellants are purchased by the growing number of people

holidaying in far-flung places.

Bayer say that Autan has 55 per cent of these sales of which independent and multiple chemists account for about half. Bayer will be focussing on holiday makers at home and abroad with advertising and POS material.

Inside the house the Nicholas Vapona fact file suggests that, flies are the most nuisance, settling on food and contaminating it with less tasty materials from previous landing sites.

In hot Summers wasps and mosquitoes can be a problem, and of the crawlers, ants can be persistent, but really cause little harm. Silver fish are more common in older houses where perhaps the damp course is not so effective, as they only thrive where it is warm and damp. Cockroaches are one of the pests which can be a distinct threat to health as they can carry dysentery, gastroenteritis and typhoid. Fortunately they rarely appear in homes, preferring the larger kitchens of restaurants and bakeries, the Fact File says.

Crawling insects in general are looking for the sugars and starches dropped on the floor. Good housekeeping, with particular attention to those warm dark places, will reduce the possibility of infestation.

Nicholas have colour coded their Vapona range for flies, moths and crawling insects. They suggest that most flying and crawling insects can be deterred from entering the home by the use of the fly and ant Pens which can draw a line of insecticide and repellent around windows and doors.

The Vapona Ant Trap is a recent addition to the range, designed to control and eliminate ants around the home. The Ant Trap consists of a strong, weather resistant tin, containing a mixture of insecticides which the ants take back to the nest. Nicholas say the trap remains effective for up to a month.

The Secto range of fly and insect killers has a good entry to pharmacies through Cupal's medicinal products. The Secto fly killer aerosol has been reformulated to contain synthetic pyrethroids. It is ozone friendly and may be used in the presence of food, the company claims. It is said to kill all the common flying insects including wasps. Two slow release fly killers are offered, which Secto say, will remain active for up to four months.

The Secto ant and crawling insect spray has a quick drying lacquer base, which acts as a slow release barrier to all crawling insects.

Dethlac insecticidal lacquer is celebrating its 30th year. It has been reformulated and is now labelled as being "CFC free, ozone friendly". Gerhardt have also launched Dethtrap whitefly catchers which trap whitefly, aphids and midges. The company says these are safe and non-toxic and suitable for use in the conservatory and greenhouse.

"Chemists should expect a buoyant demand for the Nippon range this Summer after yet another mild Winter", says marketing manager of Synchemicals, Richard McDonough.

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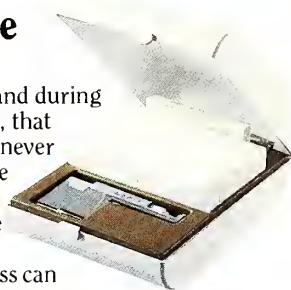
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'More people turning to pharmacist for advice'

"As a result of his professional training and easy access to everyone in the community, people are turning more and more to their pharmacist for advice and support," District Committee secretary Linda Leonard told pharmacists at a 'Pharmacy Day' organised by the Pharmaceutical Society of Northern Ireland last Sunday.

Of all the services which the pharmacist provided, counselling and advice was generally perceived to be the most valuable, Mrs Leonard said. "Whether it is just 'the listening ear' of whether it is the ability to put complex terminology into plain English, I am not sure — it is probably a combination of both. People sense that their pharmacist has time for them and build up a trust in him.

"This is seen particularly with older people who have come to rely very heavily on their pharmacist. He understands their needs, he may have a record system showing what other drugs are being taken, and he can give assurances that 'this new medicine' will be just as effective as the old one."

However, Mrs Leonard reminded the meeting that the Consumers' Association surveys in England and Wales of pharmacists responding to symptoms had shown that the pharmacist and their assistants did not always check if other drugs were being taken. "While staff cannot be expected to have a comprehensive knowledge of medical conditions and their treatment they must be taught to recognise symptoms which could be serious and to seek your advice in dealing with such inquiries."

Another CA study found that customers were not always asked for further information about symptoms and that too often the patient's self-diagnosis was readily accepted and a sale made. "I suggest a similar survey is carried out in Northern Ireland and its findings brought back to the Society."

Mrs Leonard said she was pleased to see that the value of pharmacy counselling and advice had been recognised by the Nuffield Committee and was to be included in future training schemes.

Turning to preventive measures, such as screening, Mrs Leonard said District Committees were concerned about the accuracy of the equipment being used; the frequency of testing; the skill of operators, and the need for calibration.

"We understand a whole



Mrs Linda Leonard, secretary District Committees gives a 'Consumers opinion of the pharmacist'

range of diagnostic tests can be undertaken on some of this equipment. It is therefore *vital* important that it is correctly used and that the person carrying out the test is equally competent in counselling and is aware of the need to refer patients on to other professionals if there are any potential indications of illness.

"It is essential that people are not alarmed by these results or that they take the single reading as a general indicator of health and become complacent. We must stress the need for comprehensive training and the introduction of a records system. In the case of a high reading it must also be considered whether the pharmacist has a duty to inform the person's GP about the results of the test," said Mrs Leonard.

With the proposed changes in NHS, individuals could well have to turn to their own resources — both initiative and financial — to receive the service which they required. "Pharmacists are well placed to meet the needs of their customers in a whole new range of activities," Mrs Leonard said, stressing the need for private counselling and testing areas.

And she warned pharmacists to look out for people who were habituated on either OTC or prescribed drugs. "We feel very strongly that there must be much tighter controls over prescribed drugs, and repeat prescribing in

particular. There are far too many cases of people picking up their 'usual' prescriptions on a Monday morning without any intervention by a GP." As more pharmacists keep patient medication records it will be easier to "remind" patients to seek an appointment.

Mrs Leonard said the Nuffield Report mentioned the possibility of domiciliary visits. "We aren't sure how this would work, especially for the pharmacist working on his own with no other professional staff. But as the proportion of elderly, particularly frail elderly, grows in our community, the demand for such a service may be very high."

Turning to 1992 and the European pharmacy model, Mrs Leonard said: "I understand that more than two-thirds of pharmacy business is NHS work, but that it is non-prescription sales and administration which take up the bulk of the pharmacist's time. Do we perhaps need to look at this area of speciality with smaller



Pharmaceutical Society of Northern Ireland president Tom Hunter opens the proceedings last Sunday at the Society's House in Belfast when 120 pharmacists attended a 'Pharmacy Day' with its theme of 'extended role'

premises solely dealing in drugs or is the customer better served with the present arrangements?

"I am not familiar enough with the European scene to know how the pharmacist might be affected if he changed his business practice, but may be we should look at it now before it is thrust upon us by an EC harmonisation regulation.

"A trend to specialisation could perhaps lead to better controls on over the counter sales by introducing limitation on the type of non-prescription drugs available on open access. There might be some public outcry about inconvenience, and the need for one-stop shopping in large complexes, but personally I think I would choose consumer safety first," said Mrs Leonard.

Homes need pharmacy

"Residential homes are more than just an easy source of multiple prescriptions," Dr Pielou, chief pharmaceutical officer, Eastern Health Board, told the meeting. "Such homes need the services of pharmacists now, not some time in the future."

Dr Pielou said it was difficult to regulate the overall standards of care in residential homes but it was possible, under the various Acts, and through the threat of adverse publicity. Community pharmacists had an important role to play in the control of medicines in residential homes.

Each home needed a written procedure for the control of medicines involving the checking of records, storage of containers, comparison of record with label, checking that label is understandable, and removal of doses. Dr Pielou recommends the use of drug trolleys with no pre-dispensing in all residential homes. "The patient and drug must be brought together."

And he suggested the acronym 'topcare' provided a model for drug administration: treatment, ordering, prescription, control, administration, records and expiration.

Dr Pielou challenged pharmacists to provide a better service to residential homes, not to say: "We can't afford to." And he said pharmacists should tap their demand for medical and surgical equipment.



Dr Leslie Pielou, chief area pharmaceutical officer, Eastern Health Board

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vitamins and essential minerals?

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QUESTION 5. In middle age, Iron, Thiamine (Vitamin B1), ANSWER

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All entries must be submitted on an original or copy entry form and sent to GLENNE COMMUNICATIONS LTD 12 Liberty Mews, Malwood Road, London SW12 8EN to be received not later than 1st August 1989. Entry is restricted to bona fide Pharmacy Assistants. Only one entry per person is allowed. Agents and staff of BEECHAM GROUP plc and The Benn Publishing Group and their families are excluded from participation.

No responsibility will be accepted for damaged, defaced or illegible entries. These will be void. The judging of the competition will take place at the beginning of September, winners will be notified by 15th September. The judges decision is final. No alternatives, cash or otherwise will be offered in lieu of prizes. The prize is a weekend for 2 people on a half board basis to include first class rail travel at dates subject to availability.

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Caring for Generations



The Panel prepares to face the music at 'Question Time' under the chairmanship of Council member Harvey Galbraith (centre). Left to right are: Ronnie McMullan, pharmaceutical officer at the Central Services Agency; Dr Leshe Pielou, CAPO Eastern Heath Board; Brian Cheyne, chief pharmacist DHSS and Robin Holliday, PCC Chairman



John Richardson (second left) demonstrates his company's patient medication record system to Mrs Linda Leonard, secretary District Committees, Brian Cheyne, chief pharmacist DHSS (second right) and Pharmaceutical Contractor's Committee chairman Robin Holliday

Panel stands up to members' grilling

John Tweed said the failure to secure the oxygen concentrator contract was a "major set back" for pharmacy at a time when extending roles was in vogue, with the Government favouring domiciliary visiting. "Can the panel justify this move which will deny access to pharmaceutical services?"

DHSS chief pharmacist Brian Cheyne said they had attempted to make it possible for all community pharmacists to bid by changing regulations. Tenders had been accepted and the service had been given to a non-pharmacy contractor. "Government expects all services to be provided in an economic and efficient way."

Although this precluded an "oxygen visit" by the pharmacist it did not rule out other contact. But he noted that a patient using oxygen cylinders living within 50 yards of him did not always have them delivered by the pharmacist.

Pharmaceutical Contractor Committee chairman Robin Holliday said that it was only the delivery of bulk cylinder supplies which made the present service viable. Pharmacists would now expect to be better remunerated for supplying the small user.

Its competitive bid had been accepted the PCC would have subcontracted the concentrator service with a comprehensive backup through the community pharmacist. "We will look with interest to see how the new concessionaire performs!"

For the Central Services Agency Ronnie McMullan said it was regrettable that pharmacists had lost out. But he confirmed that they would be paid if they dispensed an emergency cylinder script for a concentrator patient. However the CSA would review such incidents carefully as the

concessionaire should give such backup.

Michael Gurin wanted to know how pharmacists could be expected to provide patient medication records and to service residential homes for around the £140 per pharmacy per year accruing to the profession from savings on the new contract.

Robin Holliday said the sort of money that was being banded about was not enough to pay for a second pharmacist! But he reminded pharmacists that the new contract had not resulted in savings to the DHSS in Northern Ireland. "Extra monies were put in."

Brian Cheyne confirmed that the new contract had been fine-tuned to include a proper balance sheet along with extra cash. Because there had been no saving pharmacy would have to bid again when it was decided these new roles were to be introduced, probably separately.

Ronnie McMullan said £140 per year was not satisfactory and never would be. But he warned: "Look at the profession from the standpoint of a Government determined on not spending more money. We will have to take money from something you're already doing and put it towards something you want to do in the future."

Derek Corbett suggested community pharmacists in the Province might be better represented by the Pharmaceutical Services Negotiating Committee because it appeared the PCC had only been consulted after primary negotiations with that body on such matters as the abolition of cost-plus, the blacklist and the new contract.

Robin Holliday said the



Pharmacist Kevin Kelly of Omagh gets a first hand demonstration of the Ames Minilab from Anne Devlin of Mile's Ames Division



Pharmacists Phillip Treanor from Keady (right) and Robert Caughey from Dromore get the Link 2 message on patient medication records from Vestric's John Melbin (seated)

abolition of the PCC would be disastrous. NI representation on the PSNC, according to relative numbers of pharmacies, would be too small to be effective. "To abolish a system that has changed a lot for NI pharmacists would be very risky indeed."

The PCC had been able to negotiate a new contract that meant the smaller units would get costs back. But with the abolition of cost-plus the Government would allocate just so much money, always less than was needed, and leave pharmacists to pay their costs out of that. "Pharmacists are going to be squeezed by Government."

Ronnie McMullan agreed that the abolition of cost-plus would penalise the small contractor who could not enjoy the economies of scale of the larger dispenser. "Speaking as a member of Council it is a disaster for pharmacy."

Brian Cheyne said negotiators in NI had been treated no differently to anyone else on contract matters. Speaking as someone on the other side of the table he believed the local element in negotiation was important and that the PCC did a good job for pharmacy. "As a pharmacist I believe we should be grateful for the energy they put into negotiations." He said it was a very thankless task: "We don't love them and neither do you!"

Muriel Singleton then asked if the panel thought the proposal by the Royal Pharmaceutical Society to allow the sale of certain P medicines without supervision was "positive".

Dr Pielou, CAPO, Eastern Health Board, extending the question to take in relaxation of dispensing supervision, referred to the "total success" in using the hospital technicians in a similar way, and said community pharmacy had to be prepared to exert similar controls over their dispensers.

Mr McMullan said it would be a disaster if pharmacy allowed certain P medicines to be treated as GSLs. "If P medicines are not under your control in your pharmacy then they should be transferred to GSL."

Mr Cheyne said that pharmacists must supervise the sale of P medicines, otherwise products would "slip away" from pharmacy.



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Free movement of medicines gathers pace in EEC

The two essential objectives of the free movement of medicinal products within the EEC are the protection of public health, and the development of the pharmaceutical industry and its research within a favourable, harmonised regulatory environment, Tom Garvey, director Commission for European Communities, told the joint AESGP and WFPMM Conference last week (see p992).

Among the last package of four extension pharmaceutical directives, covering various categories of the industrially produced medicines so far excluded from Community legislation, three were finally adopted by the Internal Market Council of May 3, and the last one — medicinal products derived from human blood — was due to be adopted later this month, Mr Garvey said.

And from January 1989, in order to prevent the creation of new obstacles to trade, Member States must notify the Commission in advance before the adoption of any new technical regulations or standards, explaining the reasons of such measures. "If appropriate, the Commission may propose that a harmonized solution to the problem be adopted for the whole Community," said Mr Garvey.

An EEC "Guide to Good Manufacturing Practice" was recently finalised in order to provide equal guarantees for products in intra-Community trade and for those exported to Third World countries. Detailed technical work was starting on specific testing requirements for vaccines, radiopharmaceuticals and medicinal products derived from blood, said Mr Garvey.



Tom Garvey, Commission director

The Commission had decided that all remaining pharmaceutical proposals announced in the White Paper on the Completion of the Internal Market should be sent to the Council before year end. "This will include, in the

pharmaceutical sector, a major political step on the future decision making process for authorising new drugs on the European market," Mr Garvey said.

The first of the two proposals should, where possible, harmonise the legal status for patient access to medicinal products in the Community, said Mr Garvey. In particular the condition of self-medication and the restrictions applicable to certain dangerous drugs should be harmonised in view of the opening of internal frontiers and because of an increased circulation, not only of patients, but also of television advertising.

The second proposal would aim at providing doctors and patients in Europe with similar and better information on drugs. Mr Garvey said that on May 3 the Council agreed that an insert should be included in the packaging of all medicinal products, unless all the relevant information could be provided on the labelling of the container. The objective was to help ensure the appropriate use of the medicinal product whether on prescription or for self-medication.

The multi-state procedure allowed a company which had previously obtained authorisation from one member State, in accordance with the Community directives, to request the extension of that authorisation to other member States. The member States who received an application could object and the matter then went to the Committee on Proprietary Medicinal Products for non-binding arbitration. "Mutual recognition of national authorisation has never been achieved in the multi-state procedure, despite the submission of some 130 applications," Mr Garvey said.

"The future system will result in a major transfer of executive competence (or of sovereignty) to arrive at single evaluation leading to a single authorisation, valid throughout the Community. This transfer of competence will either operate between national authorities, in the case of mutual recognition, or from the national authorities towards a Community entity," he said.

The present chairman of the CPMP, Professor Dalip Poggolini, said of the multi-State procedure "It should be the practice, *except in very unusual circumstances*, to recognize the authorisation granted by the sponsor member State." If a real improvement of the present situation was to be attained, the legal power of the advice from CPMP on a multi-state application would have to be binding. This could only be achieved with a general revision of the legal and political status.

Six Euro-brands only in 1992?

"Collectively there will be 13,000 OTC medicines potentially available after 1992 in the six leading EEC countries but with probably no more than six Euro-brands among them. If brand switching of consumers is going to be difficult, so is educating people to try new presentations." This was the view put to delegates by John Ball, sales and marketing director of Warner-Lambert Health Care, UK, when analysing the opportunities for industry.

By 1992, criteria for safety, quality and efficacy would be established and binding on all member States of the European Community," Mr Ball said. "But we cannot yet be certain what's going to happen to registrations."

"The latest views from the Commission have just been published and they are paramount to the creation of a true Euro-brand. What we have wanted all along for OTCs is some form of mutual recognition and national systems. However, post-1992, with thousands of national registrations, could not some member states show reluctance to 'mutually recognise' because they are responsible for the safety of a product they did not assess?"

Mr Ball said that even if brands were registered, the next hurdle was whether such a registration allowed them OTC status, or whether they fell into the "prescription trap." The UK was probably the least restrictive

country in Europe, with more OTC ingredients and combinations than any other, but the European Commission intended to harmonise a POM list. "This presents enormous risks to our significant OTC industry."

For example he listed some of the problems to be faced when marketing three major UK OTC brands across Europe. Anadin could only be sold OTC in Germany in under 30-tablet packs. Benylin OTC was not acceptable to Spanish authorities, because its ant-histamine could only be used topically! And Nurofen was prescription only in France, and OTC in Germany but with a different dosage.

Said Mr Ball: "There is a real risk in the UK that some OTCs could even go back to POM. This

certainly is not desirable for manufacturers or governments and more importantly, the consumer whose interests should be priority." The differences in national regulations were so big that attempts to harmonise a POM list could be disaster.

And Mr Ball said that substantial differences in labelling requirements could continue to exist, compounded by the need for different languages. "Can you imagine a Euro-pack for an analgesics with a leaflet with all necessary data in nine languages, it will probably come with its own trolley."

Mr Ball said that on the face of it a true Euro-brand with identical packaging, wording, dosing, ingredients and advertising did not look achievable by January 1 1993, or indeed January 1995. The key would be to aim for a core brand positioning that was sacrosanct in all countries.

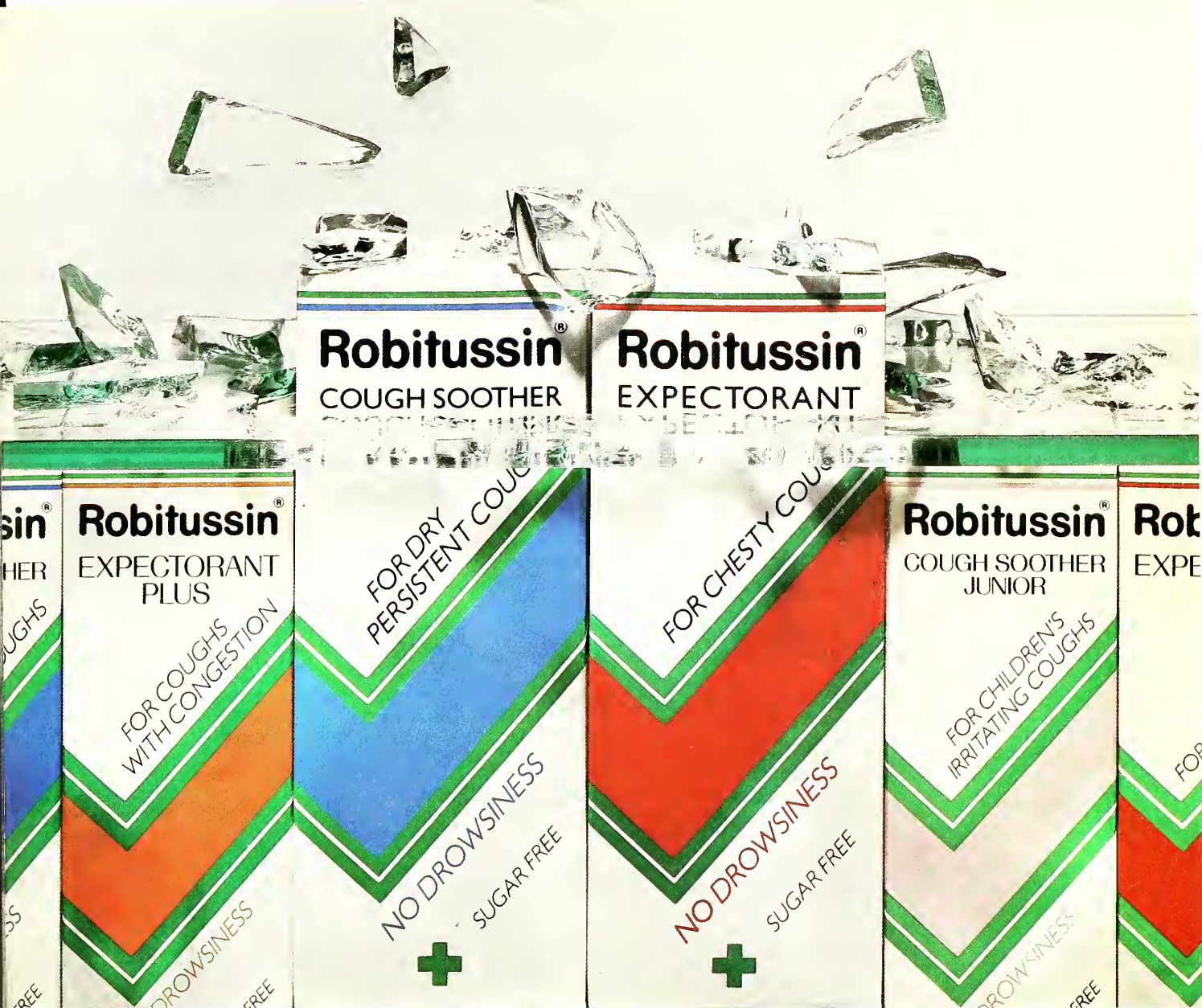
"Successful imagery and pack graphics can travel across frontiers with or without identical brand names," Mr Ball said. And so could television advertising which incorporated such features.

There could also be common production and sourcing with reduced ex-factory costs and better service levels.

Mr Ball said that Europe did offer real opportunities, but not necessarily as a result of what would happen in 1992. The "date" had given industry momentum.



John Ball, Warner-Lambert



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Retention fee up 10.5pc to £92 from 1990

The Royal Pharmaceutical Society's Council has approved increases in the statutory fees, to take effect from January 1, 1990.

Most of the fees will increase by between 10 and 11 per cent, but the members' and premises restoration fees will both double to £200, the preregistration fee will rise by 24 per cent and the retention fee for members aged 70 years and over will increase from £5 to £14. The latter will reflect the cost of supplying *The Pharmaceutical Journal*.

At this month's Council meeting, Ashwin Tanna

expressed concern that the preregistration fee was to be increased from £42 to £52, an increase approaching 25 per cent, whereas the membership fee was to rise from £83 to £92, an increase of 10½ per cent. Bernard Silverman pointed out that the education division was incurring extra expense with increased preregistration activity planned from 1990 onwards.

Nicholas Wood did not think that in the long term the Society could continue to subsidise elderly members, but the rise from £5 to £14 was unacceptable. Gradual

increases should be made, initially to £7, and consideration be given in future years to increases to cover the cost of the *PJ*. Mr Coleman, opposing the motion, said the current fee was far too low and it was impossible to make a gradual increase. There would be more elderly in future.

Graham Walker said that many 70-year-olds worked full-time and yet they paid the same fee as pharmacists who had retired from work. There were two distinct classes of over-70s and to put them together was wrong. Mr Wood's motion was lost.

Supervision issue back to working party

The Royal Pharmaceutical Society's Council agreed last week to set up a working party urgently to consider the Council's position on the supervision of dispensing.

The working party will be chaired by the vice-president, and its members — to be decided by the officers — will include David Coleman and John Davies.

Mr Coleman said the past few months had been very damaging and it was now up to the Council to clear the air. In essence, the difference between the various parties was very small. He believed a pharmacist had to be in a position to delegate dispensing to operatives who were suitably trained but under his control. He believed that a pharmacist had to see every prescription at some time and preferably at the final stage. Indeed, he believed that whenever possible the pharmacist should give the prescription out.

The pharmacist always had to take full responsibility for dispensing. The more the Society created complex procedures and legal requirements the more it undermined the professional integrity of pharmacists. A written procedure was not necessary to remind a pharmacist of his responsibility, nor did a written procedure absolve him from anything that went wrong.

Council had to tackle the problem quickly, produce a clear statement of policy, and implement that policy.

Mr Davies said that one should think first of the membership's response to the Council's decision on supervision. It would be extremely bad for the arguments to continue, but they would if Council's decision was not accepted by the membership as a

fair and honest appraisal of what had come out of the SGM.

A statement was needed to the effect that the supervision of prescriptions would be carried out at a final stage, but in no way need it be mandatory or need legal backing. If this sort of statement did not emerge, he could not see the argument being dropped.

The difference between Council and the "final checkers" seemed to be narrow. Many members would not accept that a prescription should go out unchecked. The Council wanted all prescriptions to be looked at. It was only the time which was so critical.

He concluded by saying: "It is absolutely necessary for the Council to respond to what many members of the Society said at the SGM. Clear the decks, let us have the *status quo* persist for some time, and let us see if we can do away with the model procedure and come up with a statement by Council which would be acceptable as a guide on the way prescriptions are to be issued."

Mr P.J. Curphey said he was delighted to hear Mr Davies say that a compromise was available. It would be nice if the hard-liners on the Council could see that too.

Mr B. Silverman did not regard what Mr Davies had said as a compromise. Mr Davies had said Council should make it clear that supervision meant supervision at the end of the dispensing process, but that it should not be mandatory. But supervision was a legal requirement, written into the Medicines Act and the NHS dispensing contract. If Council had to explain exactly what supervision meant, that would be a requirement.

Mr W.M. Darling had been

heartened by what Mr Davies had said about dropping the word "mandatory", which had been at the very core of the SGM motion. That attitude had to be taken on board by the Council.

He did not think Council could wait too long because the Department of Health and others were looking for a resolution of the differences within the profession. He therefore proposed that the officers establish a working party, to report to the Council within three months. Mr N. Wood seconded the motion.

Professor T.G. Booth asked Mr Davies if he meant that he had dropped the word "mandatory". If that was the case, then Mr Davies was with the Council.

Mr Davies replied that he was trying to put across a compromise in which Council would make a statement saying that it was its belief and expectation that all pharmacists would check prescriptions at the final stage but that it would, in fact, be an ethical consideration rather than mandatory. In other words, one would not have to bring any sort of legal commitment into it.

The president, Marion Rawlings, pointed out that if it were a matter for the Code of Ethics then it would be enforceable through the Ethics Committee. The motion to set up a working party was carried after a lengthy debate.

Manpower talks Council is to be represented in discussions on pharmacy manpower and student intake with the Department of Health, the Universities Funding Council and the Polytechnics and Colleges Funding Council.

Concern over promotion Council agreed that a further letter be sent to the National Office of Animal

Health expressing concern over veterinary manufacturers' promotional methods and raising the question of inappropriate gifts. **Inspectors' visits** During May, 78 per cent of inspectors' routine visits to pharmacies had been pre-announced, although 23 per cent of the notified visits could not be made during the week advised.

Warning on PI names

The Society has issued the following advice for pharmacists who use imported medicines.

The Society's Council is concerned that letters sent recently to pharmacists by importers might cause confusion.

The Medicines Control Agency has advised that, provided all the conditions of the PL(PI) scheme are met, it will grant a PL(PI) for an imported medicinal product in its UK proprietary name even where it is known by some other name in the European country in which it has a marketing authorisation. Suppose a company markets a medicine called XYZ in Greece and a sister company markets a therapeutically equivalent or identical medicine in the UK called ABC. The agency will licence XYZ in the name of ABC if that is the name in which the application is made. But this newly licensed product must be labelled in the name of ABC before distribution.

MCA's own guidance MAL2 says: "Complaints have been received that the product names shown on the container, particularly in the case of foil strip or blister packs, are not consistent with the description on the (over) label. Clearly this contravenes the labelling regulations."

So this hypothetical product must be relabelled both on outer and inner containers as ABC. Provided this product is licensed and fully labelled as ABC wherever the name of the product appears in or on the pack, then a pharmacist who dispenses it in response to a prescription for ABC, will not be in breach of the Medicines Act 1968 or his terms of service under the NHS or the Society's Code of Ethics.

What the letters from the importers did not make clear was that the UK full licence holder will almost certainly have trademark rights over the name ABC. Pharmacists therefore run the risk of civil action (by a "passing off" action) by the UK full licence holder. Damages for such an action could be considerable and pharmacists should check whether such a risk is covered by their normal insurance.

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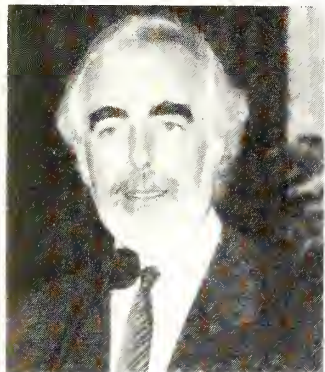
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BUSINESS NEWS

Dixon leaves Numark

Numark, in the midst of celebrations to mark 15 years in business, parted company with managing director Trevor Dixon last week when he cleared the desk he has sat at since 1985.



Trevor Dixon

A brief Numark statement said the move followed "the failure to agree on matters of future policy". Both parties have agreed to limit their public comments. However, C&D understands that Numark, currently undergoing a major policy revamp to mark their anniversary, wanted more aggressive leadership to cope with intense competition from Vantage and Unichem.

There is something of a groundswell of sympathy for Mr Dixon who had the difficult job of pleasing many masters in Numark's fragmented franchise structure.

However, none of those Numark members who spoke to C&D were surprised by the development. As one put it: "I've seen certain indications of this coming for some time".

Mr Dixon left last Friday when called into a meeting with Numark chairman Hugh Butler and past chairman John Foster, immediately following a session of the full board.

Mr Dixon joined the company in 1984 from grocery group VG, where he was also managing director. In succeeding Arthur Trotman, he became only the second managing director in Numark's history.

'Quiet revolution' pays off for Boots

The evolution of Boots from a company seen in the City as "dowdy and inefficient" to one viewed as exciting and progressive was completed last week.

Full year results to March 31 beat analyst projections and show the company outperforming just about every other High Street retailer. Pre-tax profits, excluding property disposals, are up by a quarter to £295m.

Most of the praise was directed at Boots The Chemist where new technology like EPOS and store redesign have squeezed the best out of their 1050 outlets. Chairman Robert Gunn calls it the "quiet revolution".

Pharmacy profits are up 30 per cent to £185m (includes adjustment for an internal pricing transfer) on sales up 8 per cent to £2,084m. Gross margins have risen by 1.8 percentage points and net margins by 1.4 percentage points. Own brands now make up 39 per cent of turnover and sales per square metre are up 7.6 per cent.

Two-thirds of Boots' pharmacy chain has now been refurbished and EPOS system fitted to 248 stores — making the company the largest user of the technology in Europe.

Chief executive Sir James Blyth said the 37 Underwood's stores which remain from the 50 acquired at the end of last year are making more money than when the chain was at full strength. Only two of the 13 ear-marked for disposal remain unsold, he said.

Sir James gave some clues to how the company plans to tackle what it agrees will be "a tough year for retailers". Emphasis is to be further shifted away from high ticket Sound and Vision departments toward photo-mini labs.

And Boots will, he said, build upon dominant market positions in sun preps, male, and female fragrances. They claim 40, 40 and 30 per cent respectively of all

those products sold in the UK.

The pharmaceutical division, which inspired far less excitement, has achieved steady



Boots chairman Robert Gunn

progress with sales up 8.7 per cent to £315m and profits by 5 per cent to £37m. Mr Gunn said that production of the company's major drug, ibuprofen is continuing to expand but profits are under some pressure from generics.

In the UK market, he said that all the major Crookes brands are performing well. He highlighted Nurofen which increased its market share to 15 per cent. Froben SR, launched last year, has substantially increased sales, as has Prothiaden which maintains its position as market leader in therapeutics, he said.

R&D expenditure has been increased to 16 per cent and clinical trials for Manoplax, the new cardiovascular, have advanced to the stage where marketing licences will be sought by the beginning of the next financial year.

Sir James said Boots has 12 per cent of the total ethical market in the UK and 30 per cent of OTC sales.

Group turnover up 4pc to £2.7bn

Pre-tax profits up 19pc to £307m.

Earnings per share up 15.3 pc to 26p

Surplus on property valuation £568.9m

Pharmacies ahead

Pharmacies are continuing to show better progress than both retailing in general and the miscellaneous non food sector, according to the latest market Retail Business report from the Economist Intelligence Group.

Last year's all-retailer average showed 10 per cent growth for the sector while pharmacy sales grew 15 per cent.

In terms of retail prices, increases for household consumables ran just ahead of inflation with pharmacy price increases just below.

EIG's up-dated league table of pharmacies and drugstores now looks like this.

1. Boots 1000 + outlets
2. Kingfisher (Superdrug etc) 600
3. Lloyds 464
4. Macarthy Retail 175
5. Co-operative Societies 156
6. The Body Shop 107
7. Gateway (Medicare) 102
8. Booker (Kingswood) 92
9. Moss Chemists 79
10. GK Chemists 55

The report is available from EIG. Tel: 01 493 6711.

Here comes the sun...

Good weather may have brought the shoppers out in force last month. DTI retail sales figures for May increased by a provisional 2.5 per cent, the biggest year on year rise since 1987.

Some analysts think the rise, which reversed a 1.4 per cent drop in April, is something of a "blip" and that sales will continue to edge down, under pressure from the mortgage rate. However, continued good weather could slow down that process.

The figures match last week's CBI/FT distributive trades survey. It showed retail sales picking up and forecast steady growth for June.

Shoppers would pay more for 'green' goods

Adults in Britain would pay 10 per cent more for goods that are "environmentally friendly", according to a new Mintel survey.

The report, compiled after questioning over 1,000 adults, reveals that 90 per cent of people now see air and water pollution as a serious threat to the environment, while 76 per cent always choose an ozone friendly aerosol.

Commitment to the "green" scene reflects the north south divide to some extent, with the South significantly "greener" in terms of concern both about environmentally products and problems.

Mintel see considerable

potential for the organic food industry, provided margins can be brought down to around 10 per cent above normal prices. Interesting news for the pharmaceutical and cosmetics sectors is the fact that 50 per cent of adults dislike the idea of animals being subjected to product testing, while 32 per cent support an outright ban.

The under 25s represent the most concerned group, and Mintel believe that "water friendly", "ozone friendly", biodegradable and recycled are the key factors to success in product development in the next decade. The report is available from Mintel (tel: 01-836 1814), cost £750.

Nappy move is complete

Celatose plc, producers of 500 million own label nappies a year, will be installed in their new South Wales headquarters at Blackwood on June 19, three months ahead of schedule.

The "streamlining and consolidation" programme (C&D April 1, p542) involved the transfer of production from Ebbw

Vale, where 168 jobs were lost.

June 19 is also the date when Celatose's latest "gender definitive" — boy and girl nappies — are available on their major customers' shelves.

The new address is Celatose plc, Hawtin Park, Pontllanfraith, Blackwood, Gwent. Tel: 0443 816108.

Fire causes computer chaos

Deliveries of Foster Grant's OTC Spair Pair glasses are back to normal this week after a fire at Jay Group wholesalers wreaked havoc with computers.

Jay, who supply about 500 UK pharmacies, suffered damage to their head office in North London when an electrical fault in the mains power supply started a fire which spread across their office ceiling.

Chief executive Eddie Leigh told C&D choking smoke meant the building had to be evacuated quickly but the fire services prevented large scale damage.

The smoke rendered all the computer records in the building that Jay share with, among others, a GP group practice, useless.

Mr Leigh says the electricity board reconnected the company quickly and with staff working through the weekend, orders were only 24 hours late. However as far as he knows, his doctor neighbours are still up to their necks in paperwork.

Consumers pick up theft bill

The sales pitch for this year's Security Equipment and Installation Exhibition, is highlighting the annual retail loss of over £1.5 billion to theft, robbery and burglary. Exhibition organisers, Batiste, say the real victim is the consumer, who picks up the tag in higher costs.

Batiste say most crime against business is preventable. "The problem is that most managers are embarrassed because they don't know what to do." The exhibition is said to address this problem as security companies with retail expertise will attend, and one of the topics at the three day conference (held simultaneously) will look specifically at this area of concern.

Batiste say the need for retailers to pay attention to security is greater than ever as High Street businesses have to tighten belts and seek to retain profits whilst experiencing a drop in turnover. Contact Lee Welham on 01 340 3291 for details.

IN THE CITY

Amersham International, the Cinderella of the pharmaceuticals sector, have been much on the market's mind in the last few days. A succession of analysts have recently downgraded profits estimates for Amersham, who specialise in radiopharmaceutical products.

The latest broker to take a pessimistic view of the shares was County NatWest WoodMac, which recommended selling the shares at 501p, ahead of Amersham's results.

The market was bracing itself for a dip in pre-tax profits at Amersham from £25.3m to around £23m for the year ended March 31 1989. County reckons the shares are overvalued at 501p in view of uncertainties about the company's strategy in clinical diagnostics.

Late in May, sales of Amersham's radiopharmaceutical products were suspended in Japan for 25 days after Tokyo found them guilty of selling products without a licence. The move could cost the company about £1m in profits, but a clearer picture may emerge after Amersham's results.

Over at Boots, the story was more positive. The company pleased the market with a 25 per cent rise in annual pre-tax profits to £295m, excluding property disposals. Much of the growth stemmed from improved margins and higher productivity from its retailing activities. But the pharmaceuticals side experienced a fallow period with profits up just over 5 per cent. This year, the group is expected to increase profits to around £345m.

Medirace, the tiny AIDS and cancer research company quoted on the Third Market, continued to enjoy a strong run in shares. From a low of 89p in December, the shares peaked to 244p this May thanks to a bullish view about development of the anti-AIDS drug, Contracan. The company is now expanding trials for Contracan to a larger group of patients and the stock market is in euphoric mood about its chances.

Meanwhile, shares in AMI Healthcare, the private hospitals group, have been buoyed up on the back of a proposed takeover bid for the US parent company. A consortium of bidders has made a \$3bn offer for American Medical International, which has brought shares in AMI Healthcare under the limelight.

The flotation of Community Hospitals, the acute care hospitals operator, was well received by the stockmarket in May. The offer was priced at 180p a share and the public responded in droves, leading to a seven times oversubscription. The shares are now trading at around 216p.

LATE NEWS

Glass in nappies: Swaddlers have issued a statement suggesting some media confusion exists over which products are the subject of the latest bout of consumer terrorism, and, whether some of the reported cases are the result of tampering. The company says the first reported incident this week did not involve a Swaddlers nappy, but an own brand, bought in Telford. This information has been passed to the retailer concerned. Swaddlers say the second and third incidents, from Stockton on Tees and Sheerness, concern absorbent granules used in the manufacturing process of ultra absorbent nappies, and not glass. The company has set-up an answer line for concerned

consumers. The number is 01-867 1500.

BRIEFS

RC Treatt who supply flavour and fragrance houses with raw materials are being placed on the Unlisted Securities market through Hambros Bank. The business is valued at about £10m.

Glaxo Pharmaceuticals managing director, Dr Franz Humer, has filled the gap created on the Group's main board when chief executive Bernard Taylor quit last month. He was replaced by Dr Ernest Mario (see C&D May 13, p 838).

Chemists' Defence Association AGM will be held at Mallinson House, 40 St Peter's Street, St Albans on June 27 at 2pm.

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ABOUT PEOPLE

Sheila Maltby wins Belfast treasure hunt

Hospital pharmacist Sheila Maltby won the car treasure hunt organised by PSNI Council member Harvey Galbraith around Belfast on June 9.

Some 110 people crammed into 40 cars to follow the 25 mile course, solving 25 clues along the way. Some of the puzzles meant collecting objects such as cork or nylon, while point-to-point clues comprised 'rude rhymes', composed by Mr Galbraith. Those who got to the finish at the Hilden Brewery were rewarded with a

barbeque and disco organised by Council member Robert Clarke.

Sheila Maltby's first prize of a cut glass tankard was donated by Sterling Winthrop. Second and third prizes were won by pharmacists Kevin Leonard and Rodney McDonald. All their passengers also won prizes given by various companies including Burroughs Wellcome, Bayer, Duncan Flockhart, Napp Laboratories, Dermal Laboratories and Eli Lilly. Sangers printed the tickets.



HRH The Duchess of Gloucester formally opened the Bronnley factory at Brackley, Northamptonshire on Monday. The Duchess (centre) is pictured with Ann Rossiter (right), managing director of Bronnley, and John Sheppard (left), works director

Nathan goes to Chelsea

Alan Nathan, a former member of Council of the Royal Pharmaceutical Society, has been appointed to the Boots Lectureship in pharmacy practice at the Chelsea Department of Pharmacy, King's College London.

Mr Nathan graduated from Chelsea in 1964 and has previously lectured at Sunderland. He is a former proprietor pharmacist who until recently was

involved in locum work.

The position is a joint appointment between the College and the Boots Company, and Mr Nathan will divide his time between teaching pharmacy practice and working for Boots.

He joins a strong pharmacy practice team at Chelsea.

Boots hope to fund such lectureships at the majority of UK schools of pharmacy to develop pharmacy practice.



Top: Ulster Chemists Association president Kevin Shields presents Malachy Mooney with a stereo radio cassette recorder on his retirement after 23 years as UCA treasurer. Also pictured with Messrs Mooney and Shields (below) are the new treasurer Ivan McKee (back row left) and vice-president Paul Kelly (back row right) along with Mr Mooney's three other fellow UCA trustees (Front row from right) Harry Boyd, Tom Gibson and Cora Watson

APPOINTMENTS

Wella Great Britain have appointed Robert Moore as finance operations manager.

Regina Royal Jelly Ltd: Anne Kenny becomes research and training director and Pam Francis becomes marketing controller. Kate Boyes joins as creative manager.

Nice-Pak Products International have appointed Keith Beck national accounts manager.

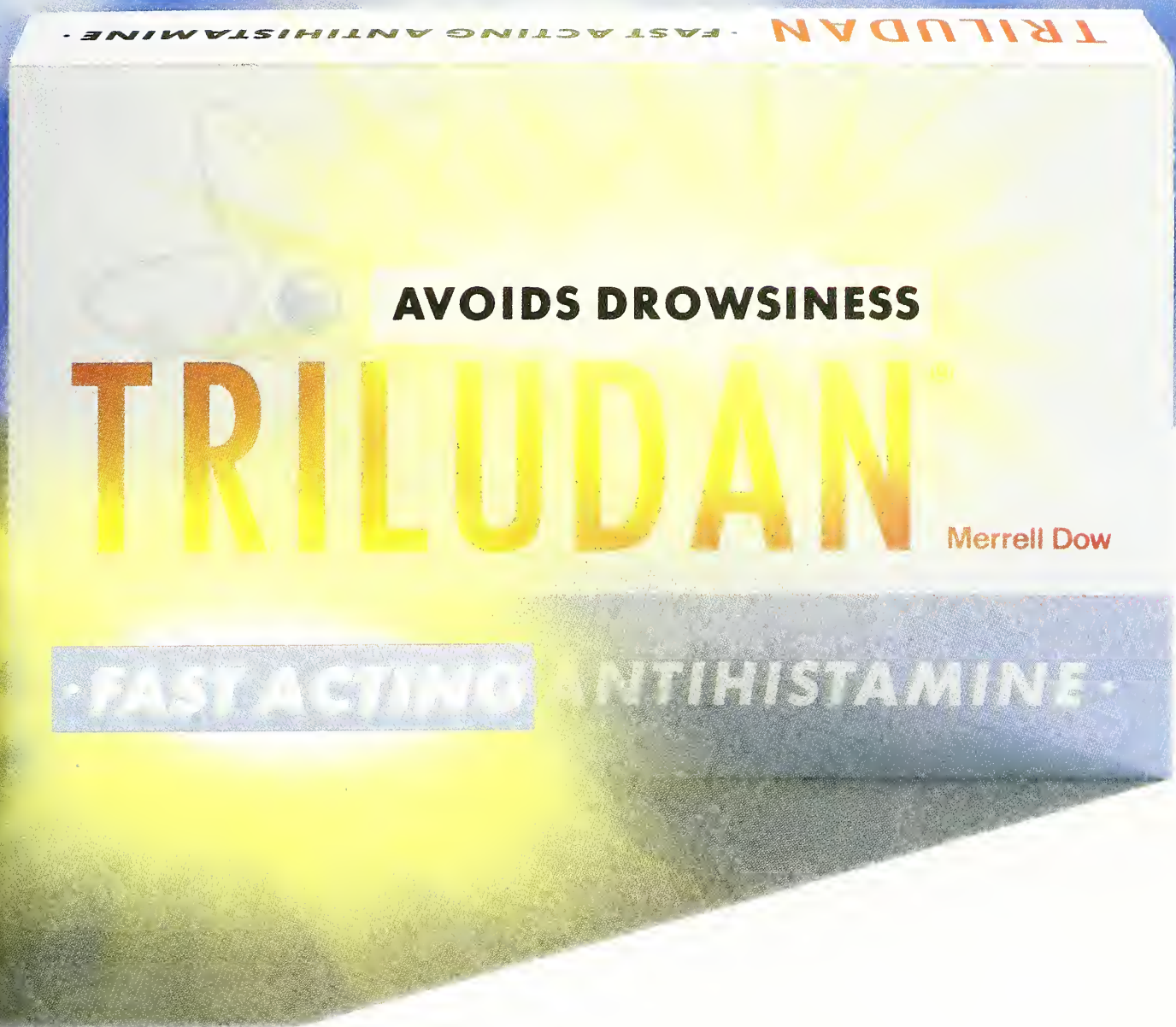
Sangers Ltd have appointed Sue Wilson as internal manager responsible for telesales.

Grett Optik have appointed Alan Rickett as sales development

manager.

Glaxo Pharmaceuticals Ltd: Mr Sean Lance has been appointed managing director from July 1. He succeeds Dr Franz Humer whose election to the board of Glaxo Holdings plc was announced earlier this week. The responsibilities of Mr Lance as a regional director have been reorganised. Dr Alistair Stokes, presently managing director of Glaxo Laboratories will become regional director responsible for South East Asia. Mr Ken Windle, managing director of Glaxo Australia Pty, becomes additionally regional director responsible for New Zealand, Indonesia and South Africa.

WHY TRILUDAN SALES OUTSHINE EVERY OTHER ANTIHISTAMINE'S.



For several years now the best-selling antihistamine for hayfever has been Triludan. And the reasons aren't hard to see.

Not only is Triludan effective against all major hayfever symptoms, it avoids the drowsiness caused by old-style antihistamines.

In addition, Triludan is fast acting. In fact,

many patients experience relief within the hour.

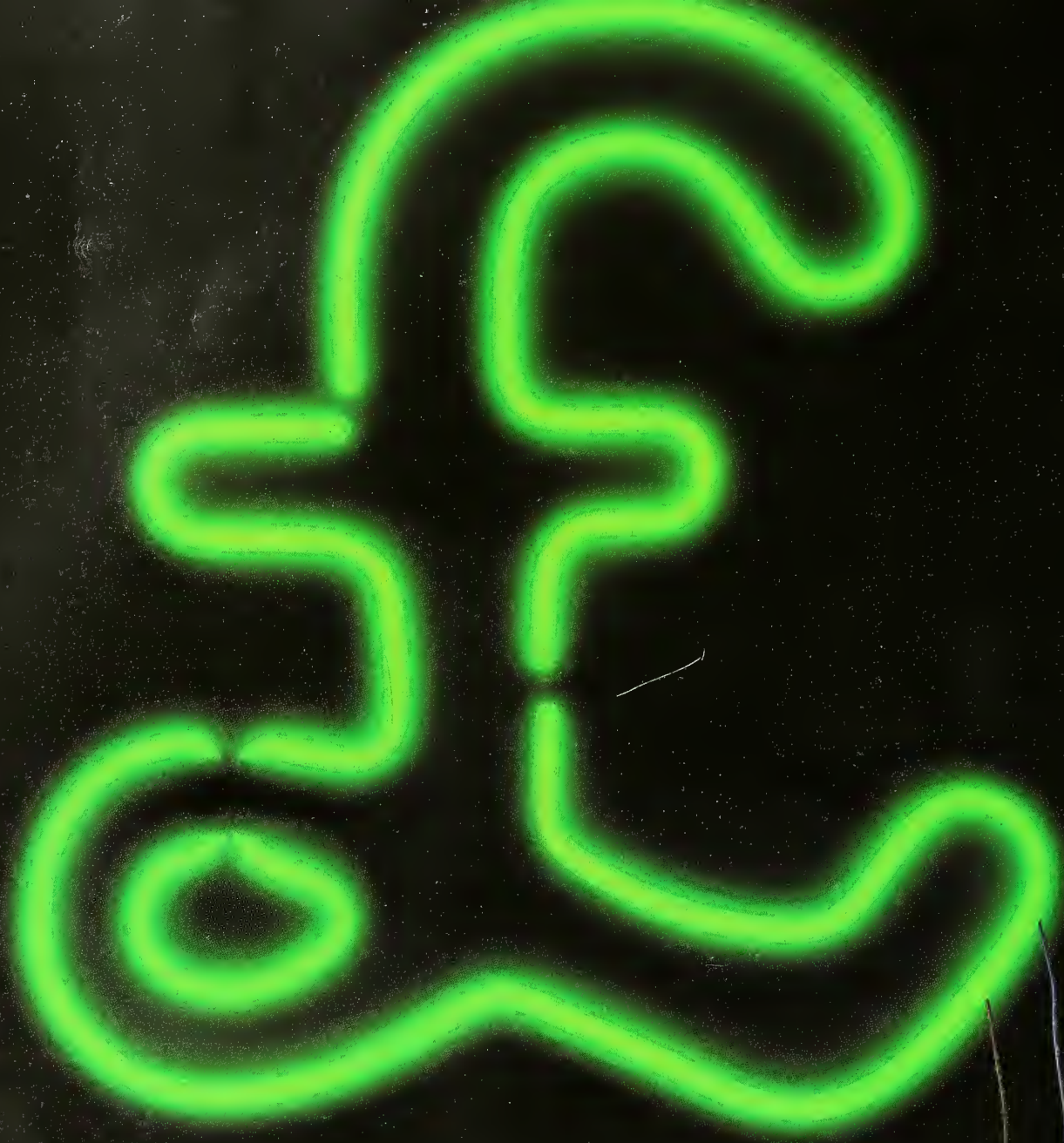
Now, new one-a-day Triludan Forte is available too.

Even more reason why this hayfever season could be an even better one for your Triludan sales. And an even more pleasant one for your patients.

TRILUDAN • NOW IN A NEW PACK.
Hayfever relief that avoids sedation. And won't keep them waiting.

Trademarks: Triludan, Merrell, Dow.

**Merrell
Medicines**
Confidence in pharmacy



At the moment, green issues are red-hot news.

It's difficult to pick up the paper or switch on the television without some reference to the environment. Which makes the timing of the "Green Batteries" launch perfect.

Following its successful launch in West Germany and Scandinavia, a national press and poster campaign will emphasise that the mercury has been removed, making the batteries "Environment Friendly".

But an absence of mercury doesn't mean a lack of power. Panasonic Green Batteries are up to 40% more powerful than an ordinary cell.

The packaging is pretty powerful stuff too. The batteries will be (wait for it) green. An obvious device our competitors appear to have overlooked. Making this cell even easier to sell.

